

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIV. NEW YORK, AUGUST 31, 1898. No. 9.



The Record,

Philadelphia,
Pa.



I this day mail you an 80 line double col. electrof the Jersey State Institute which please place in first issue after arrival. One time only.

I am glad to say The Record is the best paper on the list, in which this business has been placed, judging by returns.

It is always personally gratifying to me to be enabled to convey such information to any publisher.

Yours sincerely,

Stanley Day

Evidence is BETTER THAN TALK!

Average Circulation in July, 1898:

Daily Edition,	- - - -	212,560 copies
Rate, 25c. per line.		
Sunday Edition,	- - - -	159,943 "
Rate, 20c. per line.		

THE RECORD PUBLISHING COMPANY, PHILADELPHIA.



Nothing Curious About It.

A MAN may look into any Home through a keyhole. But he can not enter without a key. The only key to Advertising Success is **COMFORT**.

IT is the only key that unlocks the doors of **One Million and a Quarter Homes**, and opens the hearts of **Six Million** readers.

COMFORT IS THE SHORT CUT TO PROFIT.

BECAUSE IT CARRIES YOUR ANNOUNCEMENT

DIRECT TO THE PEOPLE.

Take courage and try **COMFORT**. Space can be secured at all the leading agencies.

W. H. GANNETT, Publisher, Augusta, Maine.

INCORPORATED.

BOSTON,
John Hancock Building.
Fred H. Owen.

NEW YORK,
33 Tribune Building.
Lewis A. Leonard.

CHICAGO,
Marquette Building.
Frank H. Thomas.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIV.

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No. 9.

WHAT MAKES A GOOD ADVERTISING SOLICITOR.

By John Z. Rogers.

The methods employed by advertising solicitors in securing business have materially changed within a few years.

For a time many of the most successful solicitors depended upon large, and, as was proven, judicious investments in wine and other pleasures as a means of securing business. Just why the expenditure of a roll of bills in such a manner as to cause the guest to be put to bed at early dawn resulted in his signing a contract in the afternoon appears almost inexplicable, but it nevertheless occurred.

Notwithstanding that as a rule methods now prevail that are modern as well as commercial, there are probably more kinds of ways employed by sellers of space than by those who sell any other commodity, not excepting life insurance. It would be difficult to find two successful advertising solicitors who work on similar lines. One banks on circulation, another rarely mentions the subject; one is a capital story teller, another can not remember a story over night; some "throw a front" and bluster almost to the point of browbeating, while others are as mild and as diffident as lambs; and some always invite a man "out," while others never drink anything stronger than ginger-ale, and were never known to invite a friend to lunch. Some solicitors are always neatly attired, and others are careless regarding their dress. Some are college educated, and others are illiterate and get there. Some make large incomes, while their unfortunate contemporaries, many of whom are apparently brighter and more industrious, make half as much and wonder wherein lies the difference. The subject is certainly an interesting one for conjecture.

"What qualifications should an advertising solicitor possess in order to be successful?" was the query pro-

pounded to nearly a score of gentlemen prominently identified with advertising, and who had all had ample opportunities to observe the methods of solicitors. Each gentleman was told that the hypothetical solicitor in question was supposed to be ordinarily well equipped mentally and otherwise, and to have a good medium behind him. Many people who were called upon appeared staggered at the question, and frankly stated their inability to answer it. M. M. Gillam quickly responded as follows:

"He should be able to present the proposition of his paper to a possible patron so forcefully, so strongly, that it will be convincing. He should also have sufficient interest and capability to see that ads which he secures are so inserted as to size, quality and form as to be likely to bring good returns."

John H. Woodbury appeared in touch with the subject.

"I think honesty is one of the most important qualifications," said he. "Four years ago a young man solicited me for a weekly publication. I had heard the paper had lost circulation, and asked him if such were not the case. To my surprise he said it was so, and that the drop was over 10,000; but he was so candid and gave such a good explanation that he got a contract then and there. This solicitor was not thoroughly experienced, but his candor did more for him than anything else could have done. I have given him thousands of dollars' worth of business for various publications he has since been connected with which were indirectly due to that first interview."

Dr. Chauncey M. Depew has the following ideas:

"I have never been closely in touch with advertising solicitors, but from what I have seen of them I am convinced that they are as brainy and alert a lot of men as can be found. I suppose the advice I give all young men will apply to young solicitors. It is: study your business thoroughly, be

active and conscientious, and above all things honest in your actions and statements."

H. B. Harding, of Humphrey's Specifics, said:

"The question seems easy, but it is difficult to answer. I have in mind a certain solicitor who I think is one of the best. His qualifications so far as I have been able to observe are: affability, persuasiveness, untiring energy and a good knowledge of human nature."

This is the opinion of Simeon Ford of the Grand Union Hotel:

"The best quality is the ability to get business. How this faculty is acquired I am in ignorance of, but I would pay well for the information."

Advertising manager Johns, of the H. W. Johns Asbestos Co., said:

"I do not see many solicitors, fortunately, as our business is placed in a peculiar manner, but I consider that solicitor the best who is intelligent, tells his story quickly, and brings the interview quickly to a close."

Brent Good was busy signing checks for advertising bills, which fact may have caused him to say:

"The best qualification is to be able to make a bigger circulation claim than the other fellow."

M. J. Shaughnessy almost instantly responded with:

"At least an average amount of ability, coupled with personal magnetism and honesty. If a solicitor can satisfy an advertiser that he is honest and believes himself what he says, it counts for much in his favor."

Advertising manager King, of Mrs. Winslow's Soothing Syrup, refused to be interviewed, but persisted in interviewing the would-be interviewer.

"Yes," said he, "times have changed, and we are not 'held up' as we were years ago, but I believe I like the old way best. I don't really know anything about advertising. Why don't you ask George P.? He knows all about it—more than any one else."

The special agents named below had the following views:

R. A. Craig: "A thorough knowledge of the business and perseverance. A more thorough knowledge of the business and more perseverance."

Henry S. Bright: "To believe in your medium and to make the advertiser believe you believe in it. If you won't say anything good of a rival publication, say nothing against it."

Frank S. Smith: "Industry, bustle, knowledge and a good address. Too much pressure should not be brought to bear upon an unwilling advertiser. It is better to walk smilingly out and call again than argue too long. Today the solicitor who makes many calls and remains at each place a short time makes more money than one who works on opposite lines."

The fact that honesty is such an important quality in the minds of those quoted above is at least interesting, and if the hint is heeded by solicitors the resulting benefits to advertisers are obvious.

SOME time ago we saw an anecdote about two men, one of whom had had a university education and who proved an absolute failure as an advertisement writer, and another who had had no such advantages whose productions were marvels in this direction. The moral that the reader was expected to draw was apparently that, on the whole, knowledge and education was a disqualification for writing good advertisements. It reminded us a bit of a well-known story about Mr. Spurgeon, to whom an illiterate preacher remarked: "God has no need of our learning." Mr. Spurgeon's reply was equally pointed and laconic: "Nor of our ignorance." A fool will not succeed in writing good advertisements if he is educated, nor will the born advertisement writer fail because he has had a decent education.—*London Edition Printers' Ink.*



WHO SAID BARBED WIRE?

to the Rough Riders. Our boys can get through most anything when they are fighting for Uncle Sam, but our barbed wire fencing will keep anything in or out that hasn't nippers to cut them with. It is the best fencing made.

Fones Bros. Hardware Co.

A TIMELY advertisement from the Little Rock, Ark., *Gazette*.

DUNHAM'S COCOANUT.

HOW IT HEWED ITS WAY TO POPULARITY AND PROFITS.

Representing PRINTERS' INK, I recently called on Mr. F. J. Dunham, of the Dunham Manufacturing Co., James Slip, New York, and learned from him the interesting story of the exploitation of Dunham's Shred Cocoanut. Mr. Dunham's own words follow:

"Up to the time that Dunham's

It could be exposed indefinitely in any climate without deterioration."

"I suppose you began to find a market for it through advertising?"

"No. The Dunham Manufacturing Co., which had been incorporated in 1875, and was in the confectionery line, immediately secured a large force of salesmen and thoroughly canvassed the grocery trade throughout the country for a number of years. By this method the article made its way

rapidly without any other advertising, except the usual additional means of sampling and displaying show-cards. A more general plan of advertising was considered unnecessary, because there was little competition, and no other brands were advertised. Within ten years the consumption had grown to enormous proportions, and in 1889 new machines were invented which revolutionized the business. The new machines added greatly to the bulk of the cocoanut by cutting it into long thin shreds. This made it advisable to add a descriptive title, and the word 'shred' was adopted."

"Then did you begin advertising?"

"No, not yet. We simply prosecuted our old methods, with the result of doubling the output the first year. Then began the cause of our adoption of advertising."

ing. All the other manufacturers commenced to imitate our process, and to-day all prepared cocoanut is called 'shred' or 'shredded,' instead of the primary descriptive term, 'dissicated.' The former words were never used in connection with cocoanut until Dunham's was put on the market in '89.

"It was in 1895 that we began to advertise. It was apparent that consumption had practically reached its limit under old methods, sampling,

Cocoanut was put on the market, the only kind of prepared cocoanut was a crude mixture of grated cocoanut meats dried up with sugar. The product was dry, hard and almost tasteless, and spoiled upon the slightest exposure. Mr. John S. Dunham in 1878 invented and patented a new process for preserving cocoanut meats without the use of sugar. The product under this process was soft and moist, and the flavor of the cocoanut was retained.

show-cards, picture-cards, and even house-to-house demonstration, so we went into general advertising. We adopted magazines from the outset, and have been in them largely and conspicuously since. We have used the newspapers all over the country to some extent also. And this year we are doing considerable billposting."

"Did you not institute a word-contest?"

"Oh, yes, we inaugurated the very first of them. The contest advertisement occupied a half page in between forty and fifty magazines, and in no less than several hundred newspapers. The magazine list embraced all the highest-priced publications, with but one or two exceptions. Among others favored with it, and which still carry our ad, were: *The Ladies' Home Journal*, *Cosmopolitan*, *Century*, *Harper's*, *McClure's*, *Scribner's*, *Chautauquan*, *Romance*, *Munsey's*, *Chaperone* and *Delineator*. (We are at present in quite a number more than these.) This contest was limited to about three months, and the communications received in answer footed up to the stupendous amount of 300,000."

"What were its conditions?"

"Only that each contestant was to return the trade-mark from a 10-cent package of the product. From our list on this we excluded weekly papers, religious and secular, and the sporting magazines, our object being to appeal to the women, through publications influential with them."

"After this contest, what, Mr. Dunham?"

"After the contest closed we immediately commenced regular quarter-page and full-page advertisements in the standard magazines, and have continued placing such advertisements constantly since. We have interspersed 'question contest' advertisements with the regular ads. We inaugurated the first 'question contest' in November, and published a list of five simple mathematical problems, giving the contestants about six weeks to answer the questions. This contest occupied a full page and was published in thirty or forty magazines and drew over 100,000 answers, each accompanied by a trade-mark. The prizes offered in the five question contests consisted of 1,150 Gorham Sterling Silver articles. This contest was followed up for several months by the publication of single questions in quar-

ter-page ads. The question contests have now been discontinued, and we have returned to standard ads."

"Do you believe these 'word contests' resulted in permanent benefit?"

"The word contests and the question contests *were* effective, and attracted much attention, and caused much discussion among many people who ordinarily take no interest in advertisements. They occasioned a great deal of interesting correspondence, and appeared to bring the manufacturer much closer to the consumer than in ordinary advertising. When the novelty wore off, because of others adopting the same style of advertising, the advertisements became less effective."

"Do you use 'lists' at all?"

"We have used them, as also the dailies in most of the large cities, but find them less effective for our particular line of business than our favorite mediums, the magazines. We have even tried theater programmes, but have not found them effective. As for street cars, they yielded moderate success. As premised, we are using billboards extensively at present. It is our experience that they have an immediate local effect, much more satisfactory to us than advertising in local papers or street cars."

"How about booklets, and such?"

"In past years we employed millions upon millions of booklets and circulars, and found them effective up to a certain point. We consider that method excellent as groundwork."

"Do you attempt to key your ads?"

"We have usually keyed such as require answering, but no others. We adopted the method of allotting a different departmental letter to each publication."

"How much is your advertising appropriation, Mr. Dunham?"

"Oh, it varies according to circumstances."

"I see you generally obtain preferred position."

"We consider one advertisement placed in good position as being worth several indifferently located. And another fact. We like reading notices. We consider reading notices as being very effective, especially when they are in the same publication with a standard ad."

J. W. SCHWARTZ.

THERE are nearly 20,000 papers in the United States. You can't use them all. Pick the ones that are famed for results. Where there's smoke there's fire.—*Hustler*.

SEPTEMBER FIRST

will be here to-morrow.

A new edition of the American Newspaper Directory will be ready for delivery to subscribers to-morrow—September First.

The American Newspaper Directory

is revised and issued four times a year:
March 1st, June 1st,
September 1st and December 1st.

Subscription Price:
Five Dollars for each issue,
\$20 a year.

Address orders to
Geo. P. Rowell & Co., Publishers
No. 10 Spruce St., New York.

KING OF THE ENGLISH PENNY PRESS.

A recent number of the London *Bookman* contains an interesting sketch of Alfred Harmsworth, the great English publisher. PRINTERS' INK, being a small paper, can find room for only the following extracts:

Before Alfred Harmsworth was twenty-three he published his first periodical, *Answers*, with a very small capital. Before he was thirty he was a millionaire. Now, at thirty-two, he is chief proprietor of several dailies and twenty-two periodicals, and head of the largest publishing business in the world. Every journal issued has been successful; not one has been discontinued. The Harmsworth publications have the largest circulation in almost every department of British journalism, including morning and evening dailies and numerous class weeklies—such as women's papers, cycling papers, humorous papers, boys' papers, etc. The total weekly output exceeds seven millions. Of the *Daily Mail* between 380,000 and 390,000 copies are sold every day, and the circulation continues to increase, in spite of the struggles of its older contemporaries and the news-agents' interested objection to halfpenny papers.

The following is a complete list of the Harmsworth periodicals, price and date when first issued. They are all published every week with the exception of *Fashion Novelties*, which appears monthly:

Answers.....	Penny	June 12	1888
Comic Cuts.....	Halfpenny	May 17	1890
Illustrated Chips....	Halfpenny	July 26	1890
Forget-Me-Not....	Penny	Nov. 14	1891
The Funny Wonder	Halfpenny	July 23	1892
Home, Sweet Home	Penny	Dec. 19	1892
Halfpenny Marvel..	Halfpenny	Nov. 11	1893
Sunday Companion.	Penny	July 14	1894
Union Jack.....	Halfpenny	Nov. 28	1894
Pluck Library.....	Halfpenny	Dec. 1	1894
Boys' Friend.....	Halfpenny	Feb. 2	1895
Home Chat.....	Penny	March 3	1895
Comic Home Jour ^l	Halfpenny	April 6	1895
Sunday Stories....	Penny	April 25	1896
Home Companion..	Penny	Feb. 20	1897
Fashion Novelties..	Penny	May	1897
Rambler.....	Penny	May 22	1897
The Cycle.....	Penny	Purchased in	1897
Heartsease Library	Penny	Nov. 10	1897

Always a hard worker, Alfred Harmsworth continues to take active part in the business of which he is the head. He is quick and facile, and bears his enormous responsibilities lightly. He is in constant communication with his editors and principal assistants. Mr.

Harmsworth is a frequent contributor to his various journals, and directs the policy of both the *Daily Mail* and the *Evening News*.

The Harmsworths' phenomenal success is not to be explained by one "secret"—there are many contributing factors. Perhaps the chief are the brothers' unanimity of mind and affection and their knowledge of human nature. They not only know exactly what the public wants—they also know how to get the best out of those who can supply it. Alfred Harmsworth, in particular, has studied the science and art of newspaper and periodical production in all parts of the



ALFRED HARMSWORTH.

globe. Every new Harmsworth venture is carefully considered beforehand; when necessary and practicable, experiments are made, and every conceivable precaution is taken against failure. Undoubtedly the system of profit-sharing in vogue in the Harmsworth establishments has greatly contributed to their prosperity. Every Friday evening employers and employed meet for social intercourse and recreation. Every member of the staff is welcome, and six or eight billiard tables are provided. The employees run a little weekly illustrated organ called the *Cue* for their own gratification and amusement.

PERSISTENCY in advertising is the mainspring of business success. To secure results from advertising a man must have the nerve to make liberal expenditures. It is not the spasmodic advertiser who succeeds. Just as continual dropping wears away the stone, so will continual advertising wear away the granite of indifference and ignorance regarding any products. —*N. Y. Music Trade Review*.

No Waste Circulation

Every reader of the NEW YORK TIMES is a possible purchaser.

SATURDAY—Book and Art Supplement.

SUNDAY — Illustrated Magazine Supplement.

MONDAY—Weekly Financial Review and Quotation Supplement.

In thousands of the best homes in New York and Brooklyn no morning newspaper other than the NEW YORK TIMES is admitted.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT."

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

As I have said before in this department, I am an admirer of Rogers, Peet & Co.'s advertising. I want to quote here three or four paragraphs from some of their recent advertisements. They have a way of comparing merchandise with other everyday objects which brings out very clearly the thought that they wish to impress upon the minds of the public:

A stock of suits, with sizes missing, is like a ladder with rungs out. When we can't put in new rungs, we throw away the ladder.

Remembering that it is often "the poorest show that has the loudest barker outside," we keep quiet about many of our really good displays.

There are men who use a knife and fork indiscriminately; but on that account, the knife is not tabooed. Undoubtedly the "Tuxedo" has been misused; that's no reason why it should lose caste.

A frock coat is like a patent medicine, good for both extremes of all cases.

It's becoming to tall and short men alike.

It's the coat for christenings and funerals.

It's correct in day-light and darkness.

It's worn by rich and poor.

I am in receipt of a very lengthy letter from a party in San Francisco, and as the larger part of the letter does not require answering, I will only quote one paragraph.

We have recently bought out an old store and are undecided whether we should change the name of the store to our own or whether we should continue to run it under the name that it has been known by previously. What do you think is the best plan?

The question of naming a store is a very serious one and one where some very sad mistakes have been made. It depends entirely upon what reputation the old store has had and whether the old name was a popular one or not, and also whether the new name is one which is likely to be accompanied by newer and better methods of business than was the old name. If the new concern are better merchants than the old ones, and if they can prove this to the public, then it will be an advantage to take a new name. If the old firm were good merchants and stood well with the public it would probably be well to continue under the old firm's name. There have been in New York City two great stores

the conducting of which has taught a lesson on this line. Twenty years ago the great stores of New York were A. T. Stewart & Co. and R. H. Macy & Co. Both of these stores, upon the death of their original proprietors, passed into the hands of other people. The parties who purchased the Stewart business changed the name to Hilton, Hughes & Co. The parties who purchased the Macy business retained the old name of the firm and consequently the good-will which had already been built up under the old name, and are to-day enjoying a still greater business than even the original proprietors had any idea of. Whereas, Hilton, Hughes & Co. have passed out of existence through assignment and John Wanamaker, who purchased their stock, is now using every means in his power to bridge over the record of Hilton, Hughes & Co. and regain the fame of the old store by advertising it as formerly A. T. Stewart & Co.

If the store which our correspondents have purchased already has a good name, beware of changing it, unless the name which is to be given it is going to add to its fame. If the new concern are better merchants than the old ones and are able to convince the public of this fact, then and then only can a change be profitably made.

BUFFALO, N. Y.

Chas. F. Jones, New York:

DEAR SIR—We have a proprietary article which has been on the market in this country for about a year and has taken very well. We are thinking of introducing and pushing this article in some of the foreign countries and would like your advice in regard to what countries to begin in, etc. At present our capital is limited, and although we have a good deal of territory here yet to be covered, the foreign market has a fascination to our mind.

Thanking you for a great deal of good advice received through your PRINTERS' INK department, we beg to remain, Yours very truly,

B. COMPANY.

It seems to me that the first thing to be done would be to cover this country systematically and fully before attempting to branch out into other countries. If the article has only been on the market for a year and the

concern has a limited capital, I think they will do much better to confine themselves to home territory until they are better established and better fixed financially. There is plenty of room on this side of the water for pushing a proprietary article without going away from home, where there is no chance for giving it as careful attention as the owners could give it in their own immediate territory. It might be well to get the article patented and the labels, etc., copyrighted in all the foreign countries at once and probably place quantities of it with foreign commission houses for sale, but I think I would reserve all my money for home use in pushing the article until later. The trouble with a great many business men is that they want to branch out and take hold of things that they do not know anything about and thus they lose money, whereas they could have made it if they had confined themselves to business with which they are acquainted. This concern evidently does not know the American market very thoroughly and now they want to branch out and cover foreign fields.

If after awhile the concern is in a position to branch out I think that England would be one of the best countries for an American firm to begin pushing a proprietary article. If the article has been a success with Americans it ought to be with the British. I was recently reading a very good article on this subject published in an advertising booklet gotten out by an agency. I will quote a few paragraphs from this booklet:

"The British people live the same lives, read the same literature and speak the same language as ourselves.

"We have a common religious and social liberty, the same respect for law and order, the same domestic life, the same desire for personal comfort, the same diet and the same diseases. Trifling differences, such as exist, are only external and unimportant.

"We possess essentially common characteristics, identical natural tendencies. These under similar climatic conditions, in the same mental, moral and social atmosphere and affected by a common religion and language, must produce a unity of thought and desire. British habit of thought is, therefore, the same as American habit of thought.

"If Britons and Americans possess all these qualities in common, then

their needs must of necessity be common needs and their trade demands practically the same.

"Those things, therefore, which contribute to the comfort and well-being of Americans must appeal with equal force to the British. In short, those things which Americans need or desire the British need and desire.

"They may prefer a big pill to a little pill, a sixpenny packet to a 25-cent package, or vice versa; but these things are only incidental and easily adjusted by the manufacturer, the main fact in its broad sense being unassailable, viz.: the British public demands the same things as does the American public.

"The British market, which includes all the vast British colonial possessions, demands practically those very things which the American market demands. The few exceptions only prove the rule.

"Broadly speaking, most proprietary articles of trade which have succeeded in the American market will succeed in the British market. Indeed, many Americans successes in the British market far exceed their home success. This may in some instances be owing to superior management abroad, but more often to better opportunity existing in the British market.

"This condition has been demonstrated by shrewd Americans in the past, and remains for other shrewd, aggressive proprietors.

"That exceptional opportunity exists to-day in the British market for many articles of American manufacture, is evident to any one making a close study of the subject. That it has been utilized by some, does not argue that it has been exhausted. On the contrary, every American success achieved in Great Britain makes it easier for the next who undertakes it."

* *

I find that one of the most serious mistakes that beginners make in advertising is that they try to cover too much ground with a small amount of money. I believe that better results are obtained by covering a limited field thoroughly than by trying to branch out over too much territory. There are two manufacturers who began to advertise last fall, one manufacturing cloaks and the other manufacturing gloves. Both of them started

out with the intention of spending approximately the same amount of money for the season's campaign. They both seemed to have the same idea that they could take a small advertisement of about an inch in a vast number of publications and use it once or twice and thus work up considerable mail order business. One of them carried out this plan, and to-day is very pronounced in his assertion that it does not pay to advertise. The other manufacturer was persuaded to change his plans to only cover two or three of the best magazines and to use in each of these a space varying from a quarter to a half page different months. This manufacturer is to-day very well satisfied with his first year's business, and is making still larger preparations for next fall. The difference in their success lies largely in that one scattered his seed so carelessly, and over so large a territory, that the crop was not sufficiently concentrated to pay to gather. There is nowhere in the world where the old adage, "Anything that is worth doing at all is worth doing well," applies with greater force than to advertising. If my money was limited I would rather take one good medium and use it in the right amount of space frequently than to have the wrong amount of space scattered in a dozen publications once or twice.

PORTLAND, Me.

Charles F. Jones, New York:

DEAR SIR—I am the bookkeeper for a concern that employs about one hundred people. We have until recently only had about twenty-five, but are now branching out. When the number of employees was smaller it was a very easy matter to pay them off when their wages became due, but now the number requires some system. Will you kindly give me some idea as to how large department concerns handle their pay roll? We have a number of persons who are employed by yearly contract and who take charge of the various branches of the business, but the majority of our employees are employed and discharged as needed, and their salaries are from \$4 to \$15 a week.

Thanking you for a reply, I beg to remain,
Very respectfully, JOHN ROEBUCK.

Nearly all concerns employing a large number of people have some method of taking their time. They may employ a timekeeper who records each day the number of hours that each person works, or they use some sort of a patent machine which records the hour that the employee arrives and departs. The pay roll is then made up from this record and the money for each person is usually inclosed in a small envelope upon which the name

and number of the person has been written. Some concerns do not require any receipt for payment of this money, simply relying upon the fact that their pay roll was made out and the money distributed in the usual way as a voucher for the distribution. Others have different ways of requiring their employees to sign for the money which they have received. In some cases the receipt is the printed form on the back of the envelope in which the money is inclosed, the employees being required to take out the money and sign on the back their name and amount which they have received. Other concerns have a large book at the paymaster's desk where each employee is required to call and get his money and sign the book as a receipt. Other concerns usually have what they call time cards. One of these cards is given to each employee on Monday morning and each day during the week as they pass in and out of the store the time cards are punched and marked with the hour of arriving and departing. The timekeeper also keeps a record. At the end of the week or whenever the salaries are paid the employee signs his name upon this card and hands it in when he gets his envelope. This is a receipt for the amount which the punching of the time card calls for. Some concerns pay their head employees who conduct branches in the same manner that they do other employees. Many concerns, however, pay these head employees by check, the indorsement on the back of the check being a receipt for the money. In most wholesale houses, factories, etc., the employees are required to call at the office to get their money. This is also the way in some retail stores. There are other retail stores who have so many employees that the pay money is distributed in a different way, although the same receipts are taken as I have mentioned above. Some stores have all their heads of departments call at the office each pay day, and each head of a department is given the pay envelopes for the persons employed in his department and he is responsible for the proper distribution of the envelopes and the collecting of the receipts for same. Other stores have their paymasters go around from department to department paying off the help. In some cases this requires a full day in order to be accomplished.

ADVERTISEMENTS • WHICH • REACH • THE • HOME • CIRCULATION • BRING • RESULTS

YOU

are a long way from San Francisco.

How do you estimate the value of its papers?

By the **CLAIMS OF THE PUBLISHERS?**

Then you are open to the reception of **FALSE STATEMENTS.**

By the returns from your cash outlay?

You **can not** directly **trace results** if you are a general advertiser.

There is only **ONE WAY** you may know positively which foreign paper is the best.

The relative **amount of patronage** bestowed by

Home Advertisers

is the true criterion.

The ...

San Francisco

CALL

Prints more inches of display advertisements every month than any other San Francisco paper.

Does this **argument of fact** present any attraction to you?

THE CALL'S circulation exceeds **50,000** copies daily—several thousand more actual paying subscribers than rivals claiming nearly double the number.

Being **the cleanest daily** on the Pacific Coast it has the

Great Home Circulation.

Prints **all the news** worth printing; has a superior local and foreign staff; possesses a typographical excellence unsurpassed in America.

Yours, at reasonable rates,

The San Francisco Call.

W. S. Leake, Mgr., San Francisco, Cal.

EASTERN REPRESENTATIVE:

DAVID ALLEN, New York,
188 World Building.

C. GEORGE KROGNESS, Chicago,
Marquette Building.

A HOTEL MAN'S TALE.

One of the most picturesque and typical figures of New England to-day, a man who unites the generation of anti-slavery days with the bustling throng of the present, is Tilly Haynes, the well-known proprietor of the United States Hotel, of Boston, and the Broadway Central, of New York. Mr. Haynes, among his other good qualities, has always been a shrewd advertiser, so I hunted him up the other day at the United States, and, after introducing myself, I fired a solid shot point blank, "Who is the largest hotel advertiser in the United States to-day?"

"There isn't any!" responded Mr. Haynes. "All the hotel advertising done in this country in five years wouldn't amount to the outlay of one general advertiser in a mercantile line. I advertised my Broadway Central in 1893 and 1894 to the tune of \$20,000 a year, and I believe I can say modestly it was the biggest experiment that has been tried in advertising a hotel in the United States."

"Where?"

"All over the country."

"How?"

"I circulated thoroughly a large amount of special matter. That was the chief feature. I sent thousands of copies of 'King's Handbook of New York' (and there never was a better handbook made anywhere) all over the United States and Europe. It retails for \$2. I sent it out with my compliments. My great claim was a large house, centrally located, with a reasonable rent, so that I could afford to give five dollar accommodations for three dollars. I spent on 'King's Handbook' and in maps and circulars and the newspapers \$20,000 a year for two years."

"How do you feel about it now?"

"It all came back to us. The secret of success in the hotel business is to keep a good hotel, then to get well known, to 'get your name up.' That was all I had to do with the Broadway Central, which became a practically new house when I took hold of it."

"The Broadway Central," continued Mr. Haynes, "was a new venture and a big one, not only for myself, but for any hotel man, when I took hold of it. It had to be all planned out. 'Here,' said I to myself, 'is an immense property that cost two millions and a half that

has been allowed to go to sea.' New houses had overshadowed its once splendid fame, and nobody dared to touch it. Under these circumstances it was folly even to look at a lease for more than twenty per cent of uptown rentals. If I could do that, and I finally did, it was a fair proposition to spend a good sum to give it a boom. I spent \$20,000 a year and watched every dollar, and I say it all came back, and the reason I stopped and came down only to the moderate outlay which is the usual custom of most hotels, was because I was satisfied the house and my name in connection with it was known, as I wanted it to be, all over civilization. I have made the Broadway Central one of the best paying houses in New York City, and I owe it to just two things—keeping a good house and advertising it thoroughly. I am spending, for several years now, about \$10,000 per year—\$5,000 here (Boston) and \$5,000 there."

"What is your first and best faith in advertising?"

"Maps! I guess I am the greatest map man in the United States—the best customer the map makers ever had. But most of my maps are my own ideas. I have given away millions of 'em. A map is always interesting, and then it has a positive value. I have never known maps to fail. Guide books are of the same character. I have been one of Moses King's best patrons for years, and his guide books are standard as 'Baedeker' or 'Murray' in Europe. I've got a book coming out this spring—shall distribute 20,000—which is the last work of M. F. Sweetser before he died. It gives as close a history of the historical relics and points of interest, ancient and modern, about Boston as anything ever written."

"What is your general plan of distribution?"

"Well, my main idea is to reach people before they get here. If a man is coming to Boston from the Northwest he has got to reach Albany, let us say, first. He gets something from me on his arrival there. If he is handed a common advertisement, a circular, he drops it on the floor of the car. If it's a nice map he puts it in his pocket. A man that's got sense enough to travel will not throw away anything that's of value. Another thing, I cater to the middle class of well-to-do people, who are saving, as a

rule. A good map is the last thing that kind of folks will throw away.

"I don't file my maps up in stations and such places and leave them there. The great idea is to keep them in circulation. I have the address of every buyer who comes to New York or Boston to buy goods, and he gets my latest map, with Tilly Haynes' compliments, before he gets ready to start. Of course, he knows the town, but it's a pleasant reminder, and he'd rather receive it than the flood of circulars and letters, asking special appointments to look at bargains, that crowd his mail. I get out elegantly printed guides to the steamer routes that are so popular in the summer time, and I find people keep them as souvenirs. I know that I have issued more than forty different maps and guide books since I began to keep hotel. And my faith has never wavered."

"How about the daily papers for a hotel?"

"I used the dailies some to get the Broadway Central started. The New York *Tribune* and some of the best of them. But they are not as good as special methods. The magazines I do not believe in. They are overdone. It's now about three pages of ads to one of reading matter. I don't see how my ad could be found."

"What is your opinion of hotel publications for advertising purposes?"

"They are the worst of all—the very worst. To begin with they don't go among people who come to hotels. They give us all the deadhead business we get. The hotel papers are supported by those who, for various reasons, think they can afford to. I do not, frankly. I am in this business to keep a good hotel and make money, and not to uphold fancy journalism."

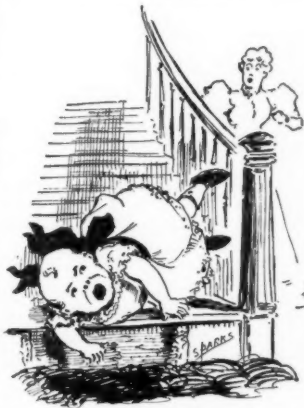
"Newspaper and general advertising has gone steadily up and increased in cost to such an extent that it has become a pretty serious burden. I believe that for the hotel the time has gone by for great advertising. There was only one style of hotel forty years ago. The price was a dollar a day for everything, and the clerk who wears the diamond pin now was the hostler and the bellboy too. Now there is every conceivable kind of caravansary suited to every kind of purse. The mere announcement, in an appropriate way, is enough advertising. The traveler selects his hotel, the one whose announcement suits his purse and his

disposition, and goes there. There will now and then be an exception to the rule, and, of course, the summer resorts spend more or less money each year for attractive booklets and a set of newspapers. But the hotel does not and never can depend on advertising in any large sense, and a fortune such as Sapolio or Ayer's Sarsaparilla has yielded was never made by advertising a hotel."—*The National Advertiser, New York City.*

A STREET FAIR.

The street fair is now all the go in the Middle West. The business men of a place unite in raising a purse which is offered in prizes for such sports as can be "pulled off" easily over the cobblestones. At a street fair recently held in Jackson, Mich., they ran a greased pig race, sack race, blindfolded wheelbarrow race, boys' foot race, and wound up with a bicycle obstacle chase. The hurdles in the last named were made by the merchants piling big boxes across the course, not forgetting to have them painted with their signs. The first rider to reach goal, after dismounting and climbing with his wheel over the obstructions, received a \$10 prize. These affairs are advertised far and wide, the newspapers giving them much publicity, and they draw immense throngs. Among other attractions generally is a mild imitation of the famous Midway at the World's Fair. These side shows are easily obtained, and are comprised of merry-go-rounds, rope walkers, captive balloons, and the usual complement of fakirs hawking all kinds of tricks and trumpets. The merchants along the street erect booths and make displays of their wares for the purpose of advertising. In some localities these street exhibitions are superseding the country fair, and have assumed such proportions that the large mail-order house of Montgomery Ward & Co., Chicago, has several horseless carriages that follow them up, advertising the firm by distributing catalogues and circulars from the motor cycles.

GERALD DEANE.



"HELP WANTED—FEMALE."

TOPEKA NEWSPAPERS.

By Miller Purvis.

Topeka, Kansas, enjoys the distinction of being the capital of a State and the place of publication of the best newspapers in the State, a thing that can be said of comparatively few State capitals. A few days ago I had the pleasure of stopping in that lively town and meeting several gentlemen who are connected with its papers.

There are about forty newspapers in Topeka, which has a population of anywhere from 40,000 to 45,000, according to the man who makes the estimate for you, and among these the *Daily Capital* is far and away the biggest and in many respects the best. I say it is best from my own observation and what was told me by readers, and mean by this that it is the newsiest paper published in the town. Advertisers told me that it is the best advertising medium in the town or in the State, a matter in which I am willing to take their word without doubting it, as it is the only morning paper in Topeka, and has a circulation that covers the whole of Kansas.

Dell Keizer, the business manager, took me through the whole establishment, and showed me everything from bottom to top, even the subscription books and the daily reports from pressmen, subscription clerks and other employees, and offered to show me the post-office receipts, but I declined, preferring to talk.

The equipment of *The Capital* is modern and first-class, a double web press capable of printing 25,000 eight-page papers an hour being installed in the pressroom. This press is operated by electricity, as is the other machinery.

The average circulation of *The Capital* for 1897 was: daily, 10,524; Sunday, 11,459; semi-weekly, 15,953. This circulation has been largely increased since the war began. The paper paid postage on 51,074 pounds of papers during the month of May, showing it to have a large mail circulation. Another evidence of its popularity is that more than three-fourths of the banks of the State subscribe for it.

No effort is made to get circulation outside of Kansas. It claims to be the newspaper of Kansas, and makes its claim tolerably good.

That it is a pretty good paper is proven by the fact that it has kept growing all the time while advocating

Republican principles in Populist Kansas.

The *Sunday Capital* is a sixteen-page paper, and has the whole field of Kansas to itself.

The *Semi-weekly Capital* is published Tuesdays and Fridays, and is a complete newspaper by itself, occupying a special field. It goes to country people almost exclusively, and should be a first-class advertising medium.

The *Daily* and *Sunday Capital* are recognized leaders among advertisers, carrying more advertising than any other paper in town. The *Sunday Capital* carries from seven to eleven columns of want ads, which seems to be a good many for a town of the size of Topeka. The advertising rates of the *Sunday Capital* are one-third higher than those of the daily and it is well patronized, although Topeka merchants are not good advertisers.

Owing to the fact that the Populist State Convention was in session while I was in Topeka, I did not get to see the business manager of *The Daily* and *Weekly Journal*, but I saw the papers, and they are a credit to the town. The *Journal* has a brand new plant containing a fine perfecting press. The pressroom, stereotyping rooms and offices are on the ground floor and the walls are plate glass, giving the public an opportunity to see every operation of making the plates and running the press without going inside to get in the way. The *Journal* has the evening field pretty well covered, and seems prosperous.

Of the other papers of Topeka *The Kansas Farmer* is probably the leader in circulation and influence. It has its own plant, and carries a line of agricultural and live-stock advertising that denotes prosperity.

The *Advocate and News* is the leading Populist paper of the West, and is a consolidation of *The Advocate*, Senator Peffer's paper, and *The News*, another Populist paper.

The *State Ledger* is the weekly organ of "Afro-Americans," and is noted for the freedom with which the editor abrogates any rule of English grammar which stands in his way.

The remainder of the papers in Topeka would not interest the general advertiser very much. With those enumerated above he could cover the State completely, and it is possible that one or two of those named might be left off the list with profit.

The man who advertises in the three editions of *The Capital*, *The Journal*, *The Kansas Farmer* and *The Advocate* and *News* would reach about the whole of the population worth spending money on.

I think PRINTERS' INK is pretty well known in Topeka. Mr. Keizer told me that *The Capital* sends out one hundred and twenty-five complimentary subscriptions to it, and that the investment has been a good one. The advertisers have increased their space, and their advertisements compare favorably with those seen anywhere, two or three firms making a showing that would pass anywhere as good adverting.

Mr. Keizer does not agree with PRINTERS' INK in the matter of weeklies, as he is confident that the *Semi-weekly Capital* is the best advertising medium in all Kansas. It struck me that the paper carried a lot of foreign advertising, as such things go. But then Beckwith is their special.

THE MAGAZINE FORM.

Almost everybody is aware that radical changes have taken place during the past twenty-five years in the mechanical form of periodical publications. Twenty-five years ago nearly all newspapers were published in the "blanket sheet" form. At that period a few only had adopted the octavo in preference to the folio. From that time down to the present the tendency has been constantly to reduce the size of the pages and correspondingly, or more than correspondingly, to increase their number. This tendency is especially noticeable in the class of weekly newspapers, more particularly those which are published in the interest of religious denominations, public education, scientific progress and certain professions, as the law, medicine and architecture. The very latest form for the weekly journal belonging to one of the classes mentioned is almost identical with that of the popular monthly magazine. Some months ago the *Outlook* adopted the magazine form. It has now been followed in that respect by its elder contemporary and rival, the *Independent*. Other well-known weekly papers of a similar kind have not gone quite so far in the same direction, but will undoubtedly do so soon. But it is a noteworthy fact that daily papers have been in this respect conservative. A good while ago they nearly all gave up the folio form for the octavo, but there, in the vast majority of instances, the movement came to a standstill. From time to time some adventurous daily newspapers have tried the duodecimo form; but for some reason, not understood by publishers themselves, the experiment has not been generally successful.—*Boston Advertiser*.

FROM MISSOURI.

PRINTERS' INK, one of the most invaluable of publications for all printers, publishers, advertisers, and in fact any one who has anything to do with a printing office, has just celebrated its tenth anniversary. PRINTERS' INK gets more interesting every year, and no well-regulated printing office can well do without it. May it live long and prosper.—*Mexico (Mo.) Ledger*.

OHIO NEWSPAPERS ONLY.

On September 1st the writer will open an office in Temple Court, New York, for the purpose of representing a list of Ohio papers only.

My entire time and attention will be devoted to securing foreign advertising and furthering the interests of Ohio papers in every conceivable manner; and as I am thoroughly conversant with the needs of Ohio papers, I am convinced that by concentrating my efforts in this one direction the results secured will prove far more satisfactory and profitable to my clients than if my time was divided in an effort to boom business for a list of ten or more papers made up from as many different States.

The advantages to be derived from a membership in such a combination are so many and desirable as to make it almost useless to enumerate them, and I believe you will readily recognize the good points.

The principal argument presented is the cost, which will be reduced to a minimum, as the saving in time, traveling expenses, correspondence, etc., in transacting business for a list of papers from one State as compared with a list from a dozen States is about one to twelve.

Another desirable feature will be the power to maintain rates, etc., as by this combination of papers from one State we will be in position to demand and receive from advertisers more consideration in the matter of rates, position demanded and many other concessions usually insisted on by advertisers throughout the country. As each paper will be thoroughly in touch with all other members through the medium of their New York office, the tendency to slash rates through the fear of losing an order will be done away with entirely and our rates will be protected at all times.

As the list grows in strength we expect to control appropriations from all advertisers on Ohio business, and in this way make a saving for the papers of at least 25 per cent, as members will receive the benefit of the entire appropriation without the invariable generous commissions deducted by advertising agencies.

The New York office will be recognized headquarters for Ohio newspapers and everything pertaining to their interests. It will be thoroughly equipped with every modern convenience that will facilitate the proper and speedy transaction of business—stenographer, telephone, Bradstreet's reports, etc.—and will be thoroughly alive and up to date in every detail. Frequent trips in looking up orders will be made to Boston, Philadelphia, Chicago and all other advertising centers, with the result that Ohio and Ohio papers will be pushed to the front in a manner which will prove a revelation to the advertising fraternity.

The list at present consists of the *Telegram*, 8,800, and *Vindicator*, 8,500, of Youngstown, Ohio; the *News*, of Dayton, 9,000 (after September 1st); *Leader*, of Alliance, 1,500, and thirty dailies with an aggregate circulation of 68,000.

H. C. PHILLIPS.

YOUNGSTOWN, Ohio, August 9, 1898.

WAYZ-GOOSE.

"Wayz-Goose" is a word of frequent occurrence in our English exchanges, and its meaning is somewhat of a mystery to American printers. Hansard's *Typographia* quotes Bailey's dictionary for the definition of the word, thus: "Wayz-goose, a stubble goose; an entertainment given to journeymen at the beginning of winter." "Wayz," says Mr. De Vinne, "is the old English word for stubble. A wayz-goose is a known dainty and the head dish at the annual feasts of the forefathers of our fraternity." Hence the generic term wayz-goose for all kinds of annual feasting.—*Inland Printer*.

CHAMPAGNE ADVERTISING.

In conversation with a PRINTERS' INK representative the manager of a large wine importing house frankly gave it as his opinion that he did not believe in the value of newspaper advertising for increasing the sale of champagne.

"Champagne," he said, "is a very curious thing to advertise. In the first place, it is a costly drink, practically out of the reach of even moderately rich people. Regular consumers of champagne—the real wealthy classes—have their own particular brands in their wine cellars. And these are not the commonly advertised brands, but exclusive vintages. This class of people is not, and can not be, influenced by newspaper advertising, particularly as to the purchase of wines.

"The bulk of the advertised wines is consumed by people who commence on something else, lose their taste for beer and liquors, and, becoming reckless and extravagant and desiring to 'show off,' order wine without any regard to or care about the brand. In such cases the bartender or hotel proprietor is our best advertiser. He can push any brand he likes, and it will go. He usually recommends the one on which he has the most profit.

"Now, how could you advertise, and what class of mediums would you use, to reach men who are only influenced to buy wine by the drink they have already taken? It may not be generally known outside the trade, but it is a fact that some wine firms have agents whose sole business it is to visit the chief hotels and saloons in search of groups who are too assiduously trying to drown their thirst. The agent will, on finding such a group, and in New York and other large cities he can generally do so without losing much time, ingratiate himself somehow, and order a round of drinks—maybe two or three bottles of his own champagne. Not to be outdone in generosity, the others will follow suit, and in that way several dozen bottles will be opened inside of an hour or two. When he has started the ball a-rolling the agent goes off in search of a new group, and one popular 'boomer' of this class can easily influence the sale of \$100 worth of wine in one day. All his expenses are paid, of course, and he gets a good salary, but still he does much more business for his firm, and at a less cost, than the average newspaper advertisement would be able to influence. His 'circulation,' as it were, is select—the very people he wants to reach—while a newspaper would not reach one likely buyer in a thousand of its circulation."

ALFRED C. HARMSWORTH.

Alfred Charles Harmsworth, whose generosity has supplied Lieutenant Peary with a ship for arctic exploration, says the *Baltimore Herald*, is a wide-awake journalist who has made a fortune at the age of thirty-three. He was born in County Dublin, Ireland, the eldest son of a barrister, and, after a slender education in English grammar schools and under private tuition, entered, at the age of seventeen, the office of the *Illustrated London News*, and became the editor of one of Sir William Ingram's journals. Ten years ago he started a little journal known as *Answers*, and at once made it a valuable property. Four years ago he purchased the *Evening News*, and in 1896 founded the *Daily Mail*, which has been conspicuous for genuine enterprise and financial success. He also owns many provincial journals, and controls a powerful newspaper syndicate. He is a man of ideas, with a practical talent for finding out new classes of readers and fresh methods of interesting them.

FAILURE consists in giving up, not in not succeeding.—*Life*.

CHINESE NEWSPAPERS.

In an ordinary newspaper they have at least 4,000 different characters in type. The type is arranged in boxes and placed in a semi-circle from the floor to as high as an ordinary individual can reach. The men are on their feet all the time, for every few minutes they may have to go to the entire length of the room to find a character in some other circle, and the types are continually running around each other—it made me think of a walking match. Though they keep 4,000 characters made up, still there is a continual demand for some special one from the workmen, and this order is given to some men who take a blank, and, with a few digs of a sharp steel, turn out the desired character. The proprietor of one of the papers informed me that very few of his typesetters could read—that they simply set the matter from copy without any idea of what the matter was about. The best papers will not take an advertisement by the inch or line, but at so much per character an insertion, and want the money in advance. They will not, as a rule, give any position, but place each advertisement as it comes into them in regular rotation after the reading matter, so gradually you are moved from one place to another, as new advertisements appear.—*Pharmaceutical Era*.

FARMERS' ADVERTISING.

All our successful merchants have made their money by advertising. Why should not a farmer do the same? The latter has probably three or four thousand dollars' worth to sell during the year. If customers come to him, as they unquestionably would do if he advertised intelligently, he could get better prices and would be saved the loss of time incident to the hunting of a purchaser. With the expenditure of ten or fifteen dollars per year in his farm paper the dairyman, the orchardman or the garden trucker could increase his income a hundred dollars, and in many instances very much more.—*Agricultural Advertising*.



I re-opened
my Photo-
graphic
studio, and
invite the public to give
me a call as in the past,

ALSO

To come and see the wonderful
light lamp which is indispensable for
a family or invalid,

Don't forget that I still keep barber
shop,

BRUNO CHARRON.

Mattawa, Ont

A COMBINATION advertisement from the
Mattawa (Ont.) News,

Who Do The Best Advertising ?

If you are interested in advertising you doubtless have an opinion concerning the comparative merit of the advertising efforts of a considerable number of the conspicuous general advertisers of to-day. You have your opinion as to which uses the best, the most convincing announcements, gets them up in the best shape and places them with the greatest judgment. If you have such opinions PRINTERS' INK desires you to write in the space below the names of three, four, six or more advertisers who appear to you to be doing excellent and effective work.

Who is Best of All?

After you have filled in above the names of as many advertisers as occur to you whose work appears to you to be specially meritorious, please look them over carefully and then write in the space below the name of the ONE you believe is doing the best work as an advertiser and tell if you can what it is about his advertising that has induced you to give it preference over all others.

This application will be reprinted from time to time and a record of the votes will be kept. By and by the conclusions or some of them will be published in these pages. The outcome will not be destitute of interest to advertisers generally and can not fail to be particularly pleasing to the advertising manager whose work the consensus of opinion shall declare to be the best.

Write your name and address below and then tear out this page and mail it in a sealed envelope to PRINTERS' INK, New York.

IF YOU WISH TO PRESERVE PRINTERS' INK FOR FILING, WRITE A LETTER CONVEYING THE INFORMATION ASKED FOR.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Bessemer (Ala.) *Bessemer Weekly* (2).—We do not claim that the *Bessemer Weekly* has a large circulation, for, in truth, its circulation is comparatively insignificant. We do not claim to publish the best paper, nor an unusually able, live, progressive and wide-awake journal. We deeply regret that it is not a better medium and more worthy of recognition and support than it is. But we do claim, and claim it conscientiously, from knowledge of the facts, that it is the best medium of any paper published for reaching the people of Bessemer and contiguous territory, for it enters far many more homes and is read by a far greater number of people in the area mentioned than any other medium. Again, considering the character and condition of the population in this developing mineral district of the South, it reaches more probable customers than any other mediums of much larger circulation. Something of the value of a medium may be determined from an inspection of its issue. Copies of any issue promptly mailed free on request.

CALIFORNIA.

Los Angeles (Cal.) *Evening Express* (1).—For the price charged per inch for display advertising on a yearly contract, city circulation considered, the *Evening Express* is the cheapest advertising medium in Los Angeles. In proportion to total circulation the *Evening Express* has a larger home circulation than any other Los Angeles daily newspaper. For this reason it is the best medium for advertising those things which women buy.

DISTRICT OF COLUMBIA.

Washington (D. C.) *Post* (1).—The circulation of the *Washington Post* for the past three months (March, April and May) has averaged 37,816 copies per day. For the *Sunday Post* during the same period the average circulation has been 46,842, unparalleled in number by any other morning or evening newspaper printed in Washington. The *Washington Post* has a most complete system of house to house delivery, is as thoroughly distributed and generally read as any newspaper printed in any city in the country. If the National Capital and its environs are to be covered the *Post* is by far the best advertising medium.

ILLINOIS.

Chicago (Ill.) *Jewish Courier* (3).—Publishes up-to-date war news. Sole source of information to many of its readers. Only journal in the city to publish an evening issue Sunday. In these days of war excitement thousands of foreigners in the city who are not able to read a line in any of the papers published in English eagerly scan the papers published in the lan-

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

guage with which they are familiar for every item relating to the trouble over Cuba. Probably the most enterprising of all these papers published in foreign languages is the *Daily Jewish Courier*. The *Courier* is just as enterprising as the American papers—perhaps even more enterprising than some of them, for it gets out extras on the slightest provocation, and little newsboys run through the Jewish quarters yelling the extras in the foreign tongue just as loud as the newsboys down town howl out the evening paper extras. Any piece of news relating to prospective war over Cuba is seized upon by the lively editors and hustled into Hebrew type almost as quickly as it is put in English by the papers downtown. Hundreds of the Jews of Chicago are able to read nothing but their own language, and they consequently depend entirely upon the *Courier* for their daily news. Despite the fact that they can not read English, they are apparently as deeply interested in the developments and outcome of the affair with Spain as if they were Americans, born and bred in the States. So when a Jewish newsboy runs down Maxwell, Jefferson, Canal or any other street in which there is a large settlement of Jews, shouting out "Extra—all about war declared against Spain" he has no difficulty whatever in disposing of every paper under his arm. The paper was founded over a decade ago in Chicago and has prospered ever since. To-day it prints between 5,000 and 6,000 papers, every afternoon and scatters them on every side of Chicago. Its influence among the Jewish race of the city is widespread and strong. The paper prints a weekly edition, which has a circulation almost twice as large as that of the daily, and which is sent all over the world. The weekly has subscribers which are located as far away as Southern Africa.

Joliet (Ill.) *Republican* (2).—Our paper is the leading one in this section, and is acknowledged by advertisers to be the best advertising medium in this district. The average circulation of 1897 was 5,011. For the first six months of 1898 it was 5,317, and last month (July) was 7,836.

Powellton (Ill.) *Mixer's Guide* (2).—A monthly, devoted to the interests of manufacturers of proprietary medicines, baking powders, flavoring extracts, soaps, etc. Has a constituency every drug, bottle, label, chemical and supply house in the United States should desire to reach.

INDIANA.

Brazil (Ind.) *Times* (1).—Circulation: Daily, 1,400. Semi-weekly, 1,300.

IOWA.

Des Moines (Ia.) *Iowa State Register* (3).—The *Register's* subscription books and lists are always open for the inspection of advertisers and advertising agents, and they show nearly double the number of regular subscribers on the lists of any other morning newspaper published in Iowa.

Dubuque (Ia.) *Globe-Journal* (1).—The only evening paper in Dubuque that backs its claim

to circulation by a publisher's affidavit. The actual average daily circulation is 5,287 copies. The circulation in the city of Dubuque alone is greater than that of any other evening paper. It also circulates extensively in Northern and Eastern Iowa and the adjoining States of Wisconsin, Illinois and Minnesota.

Dubuque (Ia.) *Times* (1).—The actual daily average circulation of the *Times* for the six months ending July 2, 1898, is 5,107 daily. 7,923 Sunday. If you wish to advertise in a morning paper in Iowa you can not well omit the *Daily Times*. It is the only morning daily in the State that will certify to its circulation.

KANSAS.

Wichita (Kans.) *Beacon* (1).—Daily average for April, May and June, 1898, 7,208. The only paper in Wichita whose circulation records are open to the public.

MASSACHUSETTS.

Boston (Mass.) *Golfers* (1).—The *Golfers* reaches the wealthiest people in all parts of the United States. You can't reach them so directly in any other medium. Think this over and you will see if we are right.

MICHIGAN.

Detroit (Mich.) *Journal* (1).—Never has the *Journal* been in so favorable a condition as today. Its circulation is larger, and its volume of business is greater than ever before. There is good reason for this. Detroit is a great and prosperous city—Michigan has two and a quarter million of intellectual and well-to-do people, and both Detroit and Michigan are strongly Republican. The *Detroit Journal* is the only Republican newspaper in Detroit and Michigan. It is the youngest of Detroit newspapers, but stands second only in point of circulation, having no superior in quality, standing or influence.

NEW HAMPSHIRE.

Nashua (N. H.) *Telegraph* (2).—Weekly established in 1832; daily established in 1869. The *Telegraph's* publications are the oldest established in Nashua, and are circulated larger than any other newspaper published in this city. Nashua is the county seat of Hillsboro County and the *Telegraph* is the only paper that reaches the 95,000 population of Hillsboro County.

NEW YORK.

Albany (N. Y.) *Times-Union* (1).—Makes advertising contracts on this basis, that its paid daily circulation is greater than the combined circulation of all other Albany dailies. A certain class of advertising is refused admission to its columns, for the reason that it is the favorite home newspaper. It publishes from four to eight pages daily, as the pressure on its columns may require.

Hornellsville (N. Y.) *Evening Tribune* (1).—Guarantees the largest daily circulation between Elmira and Buffalo, 150 miles.

New York (N. Y.) *American Queen* (2).—The *American Queen's* readers number nearly half a million a month. Since the *Queen* guarantees the genuineness and honesty of every advertisement that appears in its columns, its influence in the home of its readers is tremendous.

New York (N. Y.) *Tribune* (1).—The *Tribune* is largely a home newspaper. No newspaper published in America has a larger circulation in refined, high-class, educated homes, and its subscription list—the largest in the United States—is evidence of this. If, therefore, you desire to place your announcements before the "best class" of newspaper readers, you can not do better than come direct to the *New York Tribune*.

OHIO.

Lorain (O.) *Evening Herald* (1).—Largest proven circulation of any daily in Lorain County.

Massillon (O.) *Evening Item* (2).—Now has

a larger circulation than any other paper printed or published in Massillon, and this fact we stand ready to prove in whatever manner the advertiser may desire. Not only this but the *Item* is the only daily paper in Massillon that uses the Union label and has the indorsement and support of organized labor. Massillon has 12,300 population, constantly growing, and the *Item* reaches twenty farming and mining towns in the vicinity, thus furnishing an unrivaled medium for covering, in an advertising way, a population of upwards of 80,000.

Massillon (O.) *Evening Item* (2).—We are now printing over 2,400 copies, circulating extensively in twenty-three farming and mining towns surrounding Massillon and covering a field almost without opposition equivalent to 80,000 population.

Oberlin (O.) *Owl* (1).—Guaranteed circulation, 1,500 copies.

Springfield (O.) *Sun* (1).—The only morning paper in Springfield, Ohio. Population 38,000. Guaranteed circulation over 5,200.

PENNSYLVANIA.

Doylestown (Pa.) *Intelligencer* (1).—The *Intelligencer* is the oldest paper in Bucks County; the weekly edition was established in 1804, the daily edition in 1886.

The *Intelligencer* is the largest paper in Bucks County; compare the weekly with any other weekly publication, or the daily with any other daily paper.

The *Intelligencer* is the stanchest Bucks County newspaper—the only daily paper owning its home; its list of directors below also shows strength in the home business community.

The *Intelligencer* is the only paper in Bucks County having Mergenthaler linotypes.

The *Intelligencer* is the only paper in Bucks County having a fast press—a double-feed Dispatch being employed to do the printing.

The *Intelligencer* is the only paper in Bucks County using no plate matter nor patent sheets.

The *Intelligencer* brings results to advertisers—we can refer to those who have long used its columns.

The patrons of the *Intelligencer* stay with it—the files show continuous use of *Intelligencer* columns by experienced and successful advertisers—proof of valuable publicity qualities.

Pittsburg (Pa.) *News* (1).—The daily average circulation of the *Daily News* for the month of July, 1898, was 30,129.

Pittsburg (Pa.) *News* (1).—The daily average circulation of the *Daily News* for the month of June, 1898, was 30,171.

Scranton (Pa.) *Tribune* (1).—Guaranteed the largest circulation in Scranton.

Towanda (Pa.) *Review* (1).—Morning circulation 1,200, weekly circulation 3,000.

Yardley (Pa.) *Review* (2).—We do not claim to have the only paper in the United States, nor have we the largest circulation. But we do claim to publish a neat little five-column folio, giving all the local news worth reading. Our rates are low and uniform on advertising; and our ads, which are put up attractively, attract attention. For information on all points, our readers depend upon the *Review*, as it is accurate and reliable. Advertise with us and secure good results.

RHODE ISLAND.

Providence (R. I.) *Evening Telegram* (2).—The *Telegram's* supremacy in advertising is due to the fact that it has the largest circulation in the State, and it has the largest circulation because it is by far the best newspaper published in the State.

WEST VIRGINIA.

Parkersburg (W. Va.) *Morning News* (1).—The only morning daily published within a radius of 100 miles. Now publishing 1,900 copies daily.

"Do you know that advertising has not been so dull in thirty years as during the past three months?"—GEORGE P. ROWELL, in *Printers' Ink*.

Not a Dull Day

The shrewd advertiser continues to use more space in The Mail and Express than in any other evening paper in New York. During the first seven months of 1898 The Mail and Express printed **1,608,964** agate lines of paid advertising. This is a gain of 148,148 agate lines when compared with the same period in 1897, an increase of nearly 11 per cent.

The next paper on the list printed 256,550 agate lines less than The Mail and Express during the same months, and lost 116,648 agate lines, or about 8 per cent of its entire advertising patronage.

During the seven months ending May 31, 1898, the **net paid average** daily circulation of The Mail and Express **increased more than 85 per cent.**

The circulation of The Mail and Express is greater than that of the other high-class papers of this city combined.

The Mail and Express

carries more advertising than any other evening paper published in New York.

"Every Reader is a Buyer."

NOTES.

A SAGINAW, Mich., druggist advertises strictly pure Paris green. Customers who give it a full, fair trial will never take another kind.—*Rochester (N. Y.) Post-Express*.

JORDAN, MARSH & Co., of Boston, set this in one corner of all their display advertisements: "If you can not attend this sale, our mail order clerks will stand in your stead. Embody your wishes and exercise their trained taste in filling your order."

THE New York *Sun* is not so large in its Sunday issues as the other papers, but it contains more reading and readable matter than any of them. The *Sun* uses news illustrations sparingly, and its readers commend its good sense on that account.—*Fame*.

BERLIN, Aug. 13.—The municipal and provincial authorities along the Rhine have decreed the removal of glaring advertisements of an American cereal preparation which had been placed in the most conspicuous and loveliest spots along the river.—*New York Times*.

It is said that a firm of cocoa manufacturers in England has planned to organize a football club composed of professional players, to be known as —'s Cocoa Football Team. The club would be entered in all big matches, and every effort would be made to secure success for it.—*National Advertiser*.

THE *Country Publisher*, issued monthly by the Country Publishing Co., at Chartiers street, Carnegie, Pa., and 340 Second avenue, Pittsburgh, Pa., is the official organ of the Western Pennsylvania State Press Association. It costs 25 cents a year and devotes itself to the printers and publishers of Pennsylvania, Ohio and West Virginia.

THERE is so much of real value to any one interested in advertising, of any kind, constantly appearing in PRINTERS' INK (weekly, \$5 a year, sample copy 10c.; address 10 Spruce street, New York City), that we suggest to our subscribers that they examine the publication and see what of worth it contains for them.—*Ideas, New Haven, Conn.*

It is reported that the New York Life Insurance Company will offer a cash prize of \$1,000 for a design for an advertisement that will beat that of the Prudential Insurance Company, which has for some time been using in illustration of its ad a wash drawing of the rock of Gibraltar, upon which appear the words, "The Prudential has the strength of Gibraltar." This is the highest competition that has yet been paid the artist who designed the Prudential ad.—*National Advertiser*.

ONE of the most curious window adornments in Philadelphia is a figure composed of sponges. This oddity is to be seen on Arch street. The figure represents an organ grinder with his single-stick music box and monkey. The sponges are dyed in various colors. There is a good reason why this sign is not placed out front. Rain would cause the gentlemanly musician much trouble. It would spoil his beauty. There are many human sponges, but this one is unique in his way.—*Show Window*.

THE controversies which have existed between Joseph G. Blackburn, acting dairy and food commissioner of Ohio, and various proprietary medicine firms, are becoming historical. Scott & Bowne, proprietors of "Scott's Emulsion," have been particularly conspicuous in the matter, owing perhaps, to the large extent of the sales of their remedy in that State. The latest phase of the antagonism between Commissioner Blackburn and these firms is a suit which has been begun by Scott & Bowne against him for \$200,000 damages, on account of the publication of analysis of the emulsion

made by Mr. Blackburn which Scott & Bowne claim to be false and libelous. The suit will proceed in New York, jurisdiction having been secured by serving summons on Mr. Blackburn, while on a visit there.—*The Fourth Estate*.

A BOSTON correspondent writes: One of the best outdoor ads seen for many a day can be seen on Jaynes' drug store, corner of Washington and Hanover streets, Boston. It consists of a background of boards painted white. This is about twelve feet wide and run up three stories. On the left-hand side is a track, up and down which a large specie of bug travels. This bug is six feet long, and as it climbs up it uses its legs in a very life-like manner. At the top is an imitation bellows which, when his bugship gets to the top, emits a puff of smoke, which makes a good imitation of powder, and the bug dies, hauls in his legs and slowly sinks to the bottom, only to begin his climb again. On the right-hand side are arranged the words, "Use with a bellows, and Jaynes' Insect Powder will kill the bugs or we will refund the money."

THE *Ladies' Home Journal*, for high-class advertising, has no equal. Its success can be laid at the door of shrewd, honest business management. Its rate is \$5 a line to the man that uses five lines, as well as to the man that uses a thousand lines. Its commissions to agencies is regulated in the same manner. Its drastic measure of cutting the name of any agency off its list that is found cutting its commission, or offering any other rate than that which the printed rate card calls for is also admirable. In this way, the *Ladies' Home Journal's* rate is preserved, and the agencies without discrimination are treated alike, fairly and honestly. Both the advertiser and the agent deem it a pleasure to do business with such a publication. Other publishers would do well to study the business methods of the *Ladies' Home Journal*.—*Mail Order Journal*.

A CORRESPONDENT of the Little Schoolmaster writes: A unique way of advertising is illustrated by a Maine man in a seaside town who keeps a toy and paper store. He noticed that strangers who came there invariably amused themselves by walking along the beach and picking up shells, so he procured a wagon load of mussel shells, and upon them stamped in red ink an advertisement of his business. Every morning he sent a boy with a basketful of these shells to distribute along the sandy promenade. The visitors eagerly picked them up, and the toy dealer's ingenuity was rewarded by frequent calls for children's shovels, etc. This style of advertising was first tried by a newspaper, the Brunswick (Ga.) *Times*, in 1889, when sea shells stamped "Buy the *Times*," were scattered all along the beach in front of the big seaside hotels near Brunswick.

EVERY once and awhile a paper reaches the Editor carrying about two columns of home ads and a column of editorial grandiloquently refusing advertising from merchants in a rival town. The publisher who refuses legitimate advertising at regular rates is a poor business man. The publisher who refuses to insert ads for a business firm in another town under the mistaken idea that he is doing justice to his own town, should reverse the situation. Would a merchant in his town refuse to sell goods to a customer living in another town? Would a merchant in his town pay him higher rates for advertising merely to reach the same people when he could get the same service in another paper for less money? The publisher's space is his stock in trade. He has the right to sell it at regular rates to whomsoever will purchase it, and the local merchant who objects is too narrow minded to patronize a newspaper anyhow.—*The Nebraska Editor*.

A MISTAKE OFTEN MADE.

Office of "THE COURIER." }
CONNELLSVILLE, Pa., Aug. 17, 1898. }

Editor of PRINTERS' INK:

In your issue of August 10 you give an illustration of one of the electros supplied by the Meriden Britannia Company to the dealers in its goods. This company spends a large sum in this way, considerable of which is, in my opinion, wasted, because the electros supplied are not standard newspaper width—13 ems pica. One dealer here received a lot of cuts, and only one could be used in his single column space. The others were about 14 ems wide—just too wide to be useful in the single column space. They would be all right in double column spaces, but my observation leads me to think that there are more jewelers using single than there are using double-column ads. Yours truly,

HARRY ULMER TIBBENS.

A CASH PRIZE.

KANKAKEE, Ill., August 22, 1898.

Publishers PRINTERS' INK:

Since October last *Godey's Magazine* publishers have been running a spelling bee, with promise of cash prizes to successful contestants.

The scheme is one which ought to bring subscribers, and later, advertisers, as the company have the idea copyrighted; and it does do it, as none but subscribers are allowed to compete, and then only until they become winners.

One thousand dollars a month was offered in prizes, and thousands of new subscribers must have been the result.

On the strength of a cash remuneration for a test of knowledge and skill, and because of the similarity to a scheme which I supposed my husband had originated and used successfully in a local way (as per inclosed "Bill of the Play"), I became a contestant, and, of course, a subscriber.

I "competed" hard and faithfully for six months, and at last saw my name published as a "tie-winner," with about a nine dollar check to my credit.

After a reasonable wait following publication in the July *Godey* of a prize awarded May 23, I wrote a letter of inquiry as to when I could expect check, or whether such had been already sent. Receiving no answer, I followed this up with three more letters within the next four weeks, with no returns.

Thinking my letters might have been intercepted, I sent a special delivery letter, with the same result—a decidedly "one-sided correspondence." I then sent a registered letter, asking the following four questions only:

Have you ever received any of my correspondence?

Do you intend paying prize checks? If so, when?

Can't you pay them? If so, why?

If you have received my former letters, why can't you do me to courtesy to answer a civil question from a correspondent and subscriber?

But again received nothing but the return registry card signed by the Godey Company, per N. Isaac.

In the meantime I received an unsolicited letter from Mrs. W. A. Nichols, West Liberty, Ia., asking whether I had ever received my check or any word of any kind from the Godey people, and giving in-brief an experience identical with mine, also stating that she had received a letter from Mrs. E. M. Covert, Arkansas City, Kan., also one from Henry R. Harrison, Chicago, each of whom had written repeatedly, with no reply.

I do not know what the U. S. Government laws are in this regard, but it strikes me that it is clearly a case of using the mails for obtain-

ing money under false pretenses. It also occurs to me that if large advertising agencies learn of these business methods upon the part of the Godey Company that there would be some hesitation about placing their advertising with a firm that deals crookedly with the very element that insures advertising patronage—subscribers.

As far as the cash prize is concerned, that is a mere bagatelle compared with the chagrin that we, subscribers, feel in being "taken in" by a firm that has heretofore borne the reputation that *Godey's* has.

Will you kindly do us the justice of exposing the "fake" if such it is?

I had thought of starting a postal card inquiry amongst published winners and thus secure a general verdict, but the thing can be brought to a focus quicker by striking at the vital spot—their advertising columns—hence this letter. Very truly yours,

MRS. LOU MERILLAT,

98 West Court street, Kankakee, Ill.

PRINTERS' INK's representative called on *Godey's Magazine* with the above letter to learn what might be said. He found an old gentleman in charge, who, after looking at the letter, said that the man who had charge of the Spelling Bee was rather sportively inclined, and on that particular afternoon had taken a trip to Coney Island. The PRINTERS' INK representative learned nothing further.

BOSTON FREAKISHNESS.

BOSTON, Aug. 15, 1898.

Editor of PRINTERS' INK:

Some very unique advertising has been done by the managers of a local steam boat excursion line in this city. The work of bringing up the line to a paying basis has fallen on J. T. Mitchell. To begin with, he figured that some outside attractions, aside from the beauties of the scenery along the route, which is a coast line running from Boston to the Isles of Shoals, must be advertised. So he instituted continuous vaudeville shows aboard the boat, with show on each of the three decks. It was no his intention to make this a big attraction but to have it advertise the line, and by judicious presswork bring it to the notice of the public, at the same time providing good talent. Then he conceived the idea of frequent bona fide public weddings on board, which would attract at the same time both the friends of contracting parties and the outside public. Had he not boomed this in a big way it would have been a flat failure. But he has three-sheet posters pasted in 64-sheet stands, and the result was a wave of comment all over the city and suburbs. A want ad in the daily papers secured the necessary couples far in excess of the requirements. The amusement ads of the line in the daily papers also contained the announcements. Twenty thousand cards distributed in restaurants and all over the city helped along the work. Everywhere one went one would hear the thing talked about. It was a big card for the line.

F. N. HOLLINGSWORTH.

NO SERMONS NECESSARY.

Most department store writers seem to think it is "necessary to first preach a little sermon" before getting down to business. Most of this stuff is utterly worthless, wastes the space, and I doubt if even competitors read it. There are only three people that are sure to read it—the advertisement writer, his employer and the proofreader. It is much more effective to mix this talk right in with the items.—*Bates.*

QUERIES OF MOMENT.

MINNEAPOLIS, Minn., Aug. 17, 1898.

Editor of PRINTERS' INK:

I am preparing a paper to be read at the National Editorial Convention in Denver next month, and take the liberty of asking you for some information upon my subject. The title of the paper, "Counting-Room Journalism," is broad enough to cover a multitude of sins—and virtues. What I want to know is: what in your experience are the leading principles—virtuous or otherwise—which govern the policy of successful counting-room journalism?

(1) How close a connection exists between the business policy and editorial policy of your paper—or of other successful papers within the range of your observation? Are frequent consultations held between business managers and editors?

(2) To what degree should the editorial policy be governed by the business management of a well-established paper?

(3) Will the underlying principles of a metropolitan daily apply, in any degree, to the conduct of a country weekly, so far as concerns the question of shaping the editorial policy by business exigencies? If not, why?

(4) Does it pay to be editorially independent? For instance, if your editor saw fit to discuss the benefits of department stores to the general public, and took the position that they created monopolies and destroyed small competitors, should the editor fear the wrath of the business manager who got advertising from the department stores, or should he ignore business policy and consider only public weal, assuming (for argument) that that would be a tenable position? Another instance: Should a paper permit, in its scientific department, a recommendation of a home recipe for a remedy which would be a substitute for a proprietary remedy which was then advertised in its own columns, assuming both remedies were reliable?

(5) Does it pay to be absolutely honest and frank in all things concerning circulation or concerning editorial motive?

(6) What is the ultimate tendency of present-day journalism in regard to the reaction from Greeley's "personal journalism"; i. e., are the most successful papers shaping their policies more and more in their counting-rooms and less in their editorial rooms? Will the pendulum ever swing back to Greeleyism?

(7) Should the tail wag the dog or the dog wag—well *which* is the tail—the paymaster or the "We"?

(8) If you were scoring a newspaper with a hundred points, as a breeder scores live stock, how many points would you assign to each of the following:

- (a) Business energy.
- (b) Business honesty.
- (c) Business intelligence.
- (d) Closeness of sympathy between the counting-room and sanctum.
- (e) Editorial breadth of experience.
- (f) Editorial energy and brains.
- (g) Newgathering facilities.
- (h) Correctness of literary style.

I shall not use your name if you request not to be quoted. Thanking you in advance for all information, I remain, Yours truly,

P. V. COLLINS.

THE LACK OF INFORMATION.

The lack of information is what makes a great deal of advertising worthless. An advertisement is published primarily for the purpose of furnishing information about some place or thing. The more explicit that information is the better the advertisement. An advertisement that doesn't tell anybody anything is no good, no matter how beautiful or well displayed it may be.—*Bates.*

THEY DENY IT—APPARENTLY.

Office of

GUGGENHEIMER, UNTERMYER & MARSHALL.

No. 30 Broad St.

NEW YORK, Aug. 15, 1898.

DEAR SIR—Messrs. Ehrlich Brothers have consulted me concerning an article on page 35 of your issue of August 10th, in which you, in effect, charge them with deceit, fraudulent advertising and dishonest business methods.

I am instructed by Messrs. Ehrlich to demand from you that in the next number of your publication you retract the statements contained in the article complained of, and that you publish such retraction in a place as least as prominent as that in which the article complained of was published.

Messrs. Ehrlich are about bringing suit against the *Sun* for its publications in connection with this transaction, and are determined to put an end to what they believe to be libels upon them.

Talking of New York's law against fraudulent advertising, the Albany *Argus* rightly says that however well intentioned such laws may be "they seem foreign to the common law of English-speaking countries." The futility of such legislation is made apparent by the fact that no attempt whatever has been made to put New York's law into operation, while such lying as had been done before its advent goes merrily on. Recently Ehrlich Brothers, the department store of the metropolis, announced by innuendo that the stock it was selling was that of Brill Bros., completing the deception by printing the name "Brill" in the peculiar style that the Brill Brothers have made their own. As a matter of fact the stock the Ehrlichs was offering was brought from an obscure Brill, whose name would not have proved an accession of strength. Here was an excellent opportunity for putting the new law into operation and testing it. Yet no one stirred, and the incident passed into history.

In this connection I ought perhaps to say that in the event of your failure to comply with the request herein contained, this letter will be read in evidence in any suit that may be brought based upon the publication.

Awaiting your very early reply, believe me, yours truly, SAM'L UNTERMYER.

To the Editor of PRINTERS' INK 10 Spruce St., New York City.

(Dictated, but not read.)

A QUESTION OF MOMENT.

MESSANGER OFFICE.

PHENIXVILLE, Pa., Aug. 3, 1898.

Editor of PRINTERS' INK:

On page 29 PRINTERS' INK, this date, in a foot note you make a suggestion, the gist of which is that it is a waste of money to advertise in weekly or monthly publications. That as "live advertisers to-day use daily papers," and as "the daily paper cuts quick and cuts deep," then "they (advertisers) don't need to use anything else."

If that really is your belief, why do you solicit weeklies and monthlies to advertise, setting forth their circulation and merits as advertising mediums?

If advertising in weeklies and monthlies does not pay investors in it, then such journals must be fraudulently engaged, and you as an abettor of fraud must be guilty of deception, if nothing worse.

Am I right or wrong? Yours very truly, J. O. K. ROBERTS, Editor.

SOME MINOR DETAILS.

NORTHFIELD, Vt., Aug. 12, 1898.

Editor of PRINTERS' INK:

The sending of booklets, circulars, cards and the like by mail, as an adjunct to newspaper advertising, or as a means of building up a business independent of newspapers, has assumed vast proportions. As a rule, the matter thus sent out is good, but comparatively few making use of it have a sufficiently comprehensive idea of all the requirements. The circular may go to the post-office in ship-shape condition, but because of being inclosed in a poorly made envelope, or in one constructed of such cheap paper that it would not stand handling, may reach its destination in such bad form that it conveys anything but that most desirable "good first impression." Careless addressing, the hurried placing of the postage stamp askew in such a manner as to convey the idea that the firm is a careless one generally, or the hit-or-miss folding of the circular will do much to counteract in advance the favorable impression which the carefully printed and illustrated descriptive matter might otherwise create. And there are other "outs" which the thoughtful advertiser will discover if his mind once commences to explore in this direction. CH. RONDIN.

AN ENORMOUS LOSS.

The temporary suspension of the Chicago newspapers, caused by the strike of the stereotypers, elicited a great many interesting facts, chief among which was the enormous loss to advertisers. The great department stores, the railroads, steamboats, the retail houses, the whole community depending upon the daily press for the statement or the satisfaction of their needs—all these suffered untold injury and inconvenience, as they have abundantly testified. It is safe to say that never before have the advertising classes realized so vividly the value of the press as a medium of communication with customers.—*Washington Post*.

NEWSPAPER SUPPLEMENTS.

When the dailies began to issue Sunday supplements the death-knell was sounded for many a so-called literary weekly. Papers like the New York Times now issue genuinely literary supplements of convenient form and size. Each number gives as much varied reading of high quality as is furnished by the average magazine. If papers like these continue to improve this department we may expect a good many monthlies to take on new features, or take themselves off.—*The Country Publisher*.

TRUE ENOUGH.

THE trouble is not always in biting off more than one can chew, but rather the swallowing thereof.—*Hustler*.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be paid in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per lin. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition: clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

HIGH-GRADE HALF-TONES 10c. per sq. inch. Guaranteed satisfactory. Send for samples. MARTIN ENG. CO., 515 Washington St., Buffalo.

WANTED—Case of bad health that RYPA-N'S will not benefit. Send 5 cents to RYPA-N'S CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

TIRED (f night work: want to conduct newspaper in bright town, East. Now night city editor in New York. Offers! "THOUGHT" care of Printers' Ink.

SUCCESSFUL Business Manager (practical printer), at liberty Sept. 15, is open to engagement with country daily or weekly. Address, "ADV. GETTER," care Printers' Ink.

WANTED—Newspaper men to know that I have genuine bargains in weekly newspaper plants—in live business situations. C. F. DAVID, Confidential Agent, Abington, Mass.

THE undersigned wishes to hear from any one who has a bound volume of the first year's issue of PRINTERS' INK and to know at what price it will be sold. Address G. V. QUILLIARD, JR., office of Printers' Ink, New York.

THOROUGHLY experienced advertising man, acquainted with all details in business department, capable of taking charge, desires to connect with some good paper. G. A. SCHNEIDER, 46 Bradshaw St., Melford, Mass.

WANTED—A second-hand web perfecting press, capable of printing eight or ten pages at good speed. Must be in first-class condition, complete with stereotyping outfit. Address GEO. TRABUE, Nashville, Tenn.

THE BRITISH MARKETS—Partner of English house, on business trip to the United States, desires interviews with a view to introducing goods on the British markets. N. Y. bankers' references. Address "H. C.," care Printers' Ink.

WRAPPERS to wrap. Buy a \$4 economy wrapper per paper, and do the work twice as quick, better and without muss or Great time saved. In stock all branches AM. TYPE FOUNDERS CO. See addresses under "Advertisement Contractors."

PRINTERS can make big profits in the publishing business by making up paper covered novels in spare time. We will sell duplicate plates of 100 popular novels by famous authors at less than cost of composition. Send for titles. OPTIMUS PRINTING CO., 104 Broadway, N. Y.

WANTED—The addresses of prosperous farmers and stockmen in Miss. and La. Must be fresh 1898 names, with no transients. State how many and lowest cash price per thousand. We have the most humane horse collar on the market and we want these people to know it. COUCH BROS. MFG. CO., Senola, Ga.

CORKS—We are using over a hundred gross of corks a month of an extra-fine quality, and are paying \$3 per thousand for them. The size is 1/2 inch diameter by 3/4 inch long. They are fine corks (and have to be) made on guaranteed fine. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. THE RYPA-N'S CHEMICAL CO., 10 Spruce St., New York.

WANTED—Publisher with daily newspaper plant to go to Havana and start English daily in Cuba. Must be good business manager, willing to reside in Cuba. One with knowledge of Spanish preferred. We would like to correspond with publishers of country dailies who are losing money at their present locations in connection with this matter. Write and tell us what you have done and what you can do. We represent large Cuban-American trading syndicate and mean business. Opportunity of a lifetime for the right man. Address "CAPITALIST," care Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS! 50,000 GUARANTEED CIRCULATION.

Rates, 25 cents per agate line, each insertion.

All ads next to reading matter.

\$ 1.00	buys 4 lines	\$ 14.00	buys 4 inches
1.25	" 5 lines	17.50	" 5 inches
1.50	" 6 lines	21.00	" 6 inches
1.75	" 1/2 inch	24.50	" half col.
2.50	" 1 inch	49.00	" one col.
7.00	" 2 inches	98.00	" half page
10.50	" 3 inches	196.00	" 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2 1/2 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

ILLUSTRATORS AND ILLUSTRATIONS.

HALF-TONE, 6 sq. in. \$1; larger, 10c. per in.; guaranteed first class. MARTIN ENGRAVING CO., 515 Washington St., Buffalo.

CIRCULAR LETTERS.

CHAS. A. Foyer Co., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

STEREOTYPE OUTFITS.

STEREOTYPE outfits cheap; new method; plates like electros. Also cheap cut making process; no etching. Circulars for stamp. H. KAHR, 340 East 33d St., New York.

NEWSPAPER BROKER.

A GREAT newspaper chance. Through death, weekly of national reputation, which earned \$50,000 yearly, is offered for \$5,000, with valuable plant. E. F. HARRIS, 150 Nassau St., N. Y.

NEWSPAPER METALS.

CAN'T expect best work from stereotype, linotype or electrolyte metal made of junk, scrap or re-run drosses. Use Blatchford's—cleanest, purest. E. W. BLATCHFORD & CO., 34-70 N. Clinton St., Chicago.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

MAILING MACHINES.

MATCHLESS mailer, \$12 net, "beats the best." REV. ALEX'N DICK, Meridian, N. Y.

HORTON mailer (\$20 net), used exclusively by *Ladies Home Journal*, edition \$50,000, who write: "We save the cost of a machine in knife sharpening alone every four months." You can't afford to use any other, even if it costs more than the Horton. In stock all branches AM. TYPE FOUNDERS CO.

ADVERTISING NOVELTIES.

AD NOVELTIES, Ad Calendars. Write CLASP CO., Buchanan, Mich., for samples and prices.

OUR available bill hooks are business builders. Free sample and folders. AMER. BILL FILE CO., Ft. Wayne, Ind.

FOR the purpose of inviting announcements of Advertising Novelty, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

AGRICULTURE.

IF you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

PRINTERS.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

J. E. RICHARDSON, printer to advertising J. agents and others requiring good work from good type and good ink. 249 Pearl St., N. Y.

DEVENS SCHIPT, shown in August *Inland Printer* for first time, for cards, circulars and social events; very stylish. Our type designs surpass all competition, and purchasers get more effectiveness per dollar when they buy our type. You'll get as much weight for your dollar elsewhere, but we give more "muzzle energy" per dollar with the same weight. Why buy even the second best when the best costs you no more? AMERICAN TYPE FOUNDERS' CO.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my *Large Postal* for advertisers. Largest and strongest on the market and only \$2.15 per 1,000. W. M. JOHNSTON, 10 Spruce St., New York.

PILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 25 cents.

CATARH and the headaches it brings relieved, and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 25c.

BALD HEADS and gray, faded hair cured. 3 Month's trial 25c. All by mail. Address BROWN MED. CO., DEPT Y, Youngstown, Ohio.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

AMERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 2c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLIC JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa., have some facts about denominational papers for intending advertisers. Write to them.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,306. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 20c. inch. Address NEWS, Youngstown, O.

THE TIMES-UNION is read by progressive, industrious and active men and women. Its circulation is larger than that of all the other Albany dailies combined, hence its value as an advertising medium. JOHN H. FAIRRELL, editor and proprietor, Albany, N. Y.

PEACH OREGON, Washington and Idaho progressive farmers via the WEBFOOT PLANTER, the leading farm journal of the Pacific Northwest, 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WEBFOOT PLANTER CO., Portland, Ore.

10,000 UNION MEN READ THE "UNION AGENT" EVERY MONTH. Official organ of Kenton and Campbell Counties, Ky.; trades assembly; delegate body of twenty-three local labor unions; correspondence solicited from advertising agencies and those who want results. Address UNION AGENT, Covington, Ky.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

TO ADVERTISERS.

WE publish the NEW YORK MUSICAL ECHO, consisting of 32 pages and cover—pages 12-14—containing portraits of actresses, vocal and instrumental music.

If you want to contract for 500 copies, you take them as you want them, we will give you the back page for your advertisement and charge you six cents a copy for the Echo. You could not give away anything to your lady customers that would be more pleasing than the NEW YORK MUSICAL ECHO. Address

NEW YORK MUSICAL ECHO CO., Savannah, Ga.

You know we have often claimed that when you want to do advertising you should let us do it, because we could save you money. We have not, perhaps, made it plain to you how we could save you money. That may be a question that you have asked yourself.

We will tell you now how we can save you money: It is by **TEACHING YOU WHAT PAPERS TO KEEP OUT OF.**

For further information, address

GEO. P. ROWELL,

Newspaper Advertising,

No. 10 Spruce St., New York.

Street Car

Which road gives the best value for the money expended in advertising?

The Brooklyn "L."

Why?

Many reasons! Best service, most passengers, biggest display.

How much a month?

Cheap! 297 cars, \$100 a month for a card in all.

What size card?

16 by 24 inches.

Bigger than the ordinary kind?

A great deal—others are 11 by 21 only.

How are they displayed?

In curved racks—attractive, neat, forcible.

GEO. KISSAM & CO.,



Catechism.

Many advertisers there?

Yes—dozens of the cream of the country.

Profitable?

*Very big results at a small cost.
Greatest advertising on earth.*

Who else says so?

Those who use it—they like it—stick to it and advise others to use it.

Do the cars go over the bridge?

They do—and it makes the advertising twice as effective.

Then there's an advance?

No—price is the same although the value is doubled.

Any other particulars?

Yes—but get them by mail. There are too many good points to give them all in this one advertisement.

253 BROADWAY, N. Y.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. > special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. NEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, AUGUST 31, 1898.

A MAN must be a successful business man before he can become a successful advertiser.

THE *National Advertiser*, in its issue of August 17, scores the New York *Journal* for publishing articles detailing the injurious effects of cigarettes, during the time that the American Tobacco Company was using the *Journal's* advertising columns. Such an ideal of journalistic honesty makes the editor of the *National Advertiser* wax exceedingly wroth; for, thinks he to himself, if this fashion spreads, I myself will be compelled eventually to edit my paper in the interests of my readers, instead of in the interests of my advertisers.

THERE is a revolt against billboard advertising in St. Paul. The *Dispatch* of that city says:

With two more years of uninterrupted industry on the part of the billboard vandals the passenger on the interurban car might easily imagine himself making a trip across the prairies of North Dakota, with a highly ornamented snow shed on each side as the only scenery visible from the car window. Shut in thus from all view of the scenery, the passenger could give himself over to silent meditation, or possibly to earnest and reverent maledictions upon the heads of the officials who permitted the nuisance. In the administration of the affairs of a great city, the pleasures, and often the interests of one class, clash with those of another; but here is a nuisance that might be abated without injury to any one—not even to the firms that advertise on the "architectural" abominations that mar the landscape along the line; for surely no one would go out of his way to purchase goods of a firm that contributes to the maintenance of these unsightly obstructions to the view.

"STREET fairs" seem to be becoming popular. Evidently more goods are sold when piled up on the sidewalk than when stored away in a store.

"THE most valuable adjunct to an advertisement," says J. R. Kathrens, advertising manager of the Pabst Brewing Co., "is white space; it emphasizes every word and indicates that you are not trying to crowd all you ever knew into a single announcement."

MR. HORACE DUMARS, advertising manager of the *Ladies' World*, has evolved a plan which, he thinks, will settle the question of how to send small amounts of money through the mails, a problem that has troubled mail-order advertisers for a long time. Mr. Dumars suggests that the Government issue a card or blank, costing two cents, which the remitter will make payable to the payee by filling it out with the latter's name. This card will contain spaces for postage stamps. On these spaces the remitter will paste postage stamps to the exact amount of the money he is desirous of sending. When the card reaches its destination the payee takes it to the post-office, where the stamps are redeemed, the Government afterwards canceling the whole card. Mr. Dumars has issued an address to Chairman Loud, of the Congressional Post-Office Committee, which goes into the subject.

THE town or village that does not receive one of the large metropolitan dailies on the same day of publication would be found with difficulty.—*The Country Publisher*.

The war has strengthened and made obvious the argument for advertising in the daily papers. However well satisfied the resident of the small town used to be with his local publication, he is not so to-day. Only the city daily is able to cope with the problem of giving the world's news. And the buying population of Lonesomehurst, Springville and Cow's Lick are bound to-day to read a daily paper. The lesson to the general advertiser is obvious. For him no medium compares with the daily. The daily paper and the poster serve his whole purpose. The magazine does good work with reduced reproductions of the poster, but is too slow for ordinary advertising. The weekly is still useful for the local advertiser where there is no daily, and for the advertiser who appeals to a class to which it caters.

EVERY now and then long articles appear in the newspapers telling how the theatrical managers have definitely decided to stop advertising on bill-boards and to give their appropriations exclusively to the daily papers. As the proposed action is never taken, the unavoidable conclusion is that the managers know a thing or two about working the newspapers for valuable free notices.

PRINTERS' INK notes that the *National Advertiser*, always alert to adopt good ideas it sees incorporated in its contemporaries, has for some time been running a "Ready-Made Ads" department and a "Department of Criticism." The effort apparently has been to imitate and emulate the labors of Messrs. Dixey and Bates in the Little Schoolmaster; but a close examination of the work shows that Mr. Adam Faker, who conducts both these departments in the *National Advertiser*—for the sake of economy, perhaps—is neither a competent critic nor a competent writer of ready-made ads.

DR. DAVID KENNEDY, of Rondout, N. Y., in 1875 established a successful proprietary medicine known as Dr. Kennedy's Favorite Remedy. In 1890 he formed a company under the style of the Dr. David Kennedy Corporation, and to that corporation Dr. Kennedy disposed of his trade-marks and the right to use his name in connection with the particular medicines sold. From the time of the organization until January, 1898, he remained the president, holding one-third of the stock; but in 1898 his connection with the company ceased, and thereupon the corporation claimed mail matter addressed to Dr. David Kennedy. This brought about a condition involving a good deal of friction. The decision of the post-office authorities was in favor of Dr. Kennedy, and the matter has lately been disposed of by the Supreme Court, the decision being that letters addressed to Dr. David Kennedy, Rondout, N. Y., belong to Dr. David Kennedy and nobody else; that because Dr. David Kennedy sold his interest in a proprietary medicine he had invented, he did not thereby deprive himself of the right to maintain an office of his own and to receive mail matter addressed to him relating to his profession and outside business interests.

SOMETIMES a business concern gets a good advertisement right in the middle of an article which most of the public is apt to read. For instance, on August 21st the *New York Journal*, in its account of the reception given to Sampson's squadron, thus gives G. H. Mumm & Co. a good "mention":

When the squadron passed the Battery on its return Admiral Sampson signalled all the commanding officers aboard the flagship to meet the members of the Cabinet. It was a great reunion on the quarter deck of the flagship, the captains chatting with the secretaries and Captains Evans, Taylor and Philip exchanging facetious remarks as if they were off on a lark. There was a collation on board at which champagne supplied by G. H. Mumm & Co. was drunk.

In the *National Advertiser* for August 17 there appears an article dealing with newspaper attacks upon the Tobacco Trust, and the question whether on that account the American Tobacco Co. may or may not discontinue its heavy advertising contracts. An impression has gone abroad that this company has intended to place liberal advertising with papers that favor it, and withhold patronage from such as admit reading matter inimical to the interest of the tobacco business. Anybody who has made a study of the newspaper business knows full well that the getting abroad of an impression such as is outlined above is calculated to induce every publisher who is not running the advertising of the company to publish some stinging criticism calculated to attract the attention of the company to his paper, on the theory that he will thereby the sooner induce them to hand over a liberal contract. Such a contract when given may pacify the individual paper but encourage a dozen or one hundred others to adopt similar tactics, hoping to arrive at a like satisfactory result. The only true way of placing advertising is to put it in the paper that gives the largest and best sort of circulation for the money, and let attempts to control the editorial tone of the paper absolutely alone. If editorial influence is aimed at, display advertising in the columns of the paper is not necessary. The whole business, in that case, is managed differently. It is through syndicates, news agencies, and similar media, that it is possible to invade the reading columns of the newspapers. The advertising agent who attempts it through the counting-room always makes a mess of it.

THE Chicago, Ill., *Journal* has published a booklet containing a picture of five experts engaged in examining a report of the *Journal's* circulation. Three of them wear magnifying glasses, reminding one of the old story of the farmer who fed his cow on shavings and held a green lantern for her to eat by.

THE Boston *Globe* and the Chicago *Tribune* are both members of the American Newspaper Publishers' Association, which lately issued a type measure showing fourteen agate lines to the inch. Neither the *Globe* nor the *Tribune* are able to get exactly fourteen lines of agate into an inch. Therefore, when an advertiser sends them any certain number of lines more than a half dozen, he gets charged up with a foot measure, fourteen lines to the inch, without any regard to the fact that they are not giving him what they charge him for.

PRINTERS' INK recently had an argument on this subject with a representative of one of these papers. "We set type with a machine," he said, "and we can not get exactly fourteen lines into an inch of space." "What would you say," said PRINTERS' INK, "if the advertiser did not care anything about the size of agate type you use, and did not care anything about inches, but wanted to be charged by the line in accordance with your rate card, which makes no reference to inches?" "Oh! yes," said the other, "the card quotes so much a line, and so many lines to the inch." "But," said PRINTERS' INK's man, "if fourteen lines do not go to the inch, what will you do then?" This seemed to impress the representative of the paper as something rather preposterous; and with an enthusiasm which was unexpected (no ladies being present) he expressed his opinion of the position occupied by his paper as a "God damned foolish one," and said, "I know it is wrong." Then he admitted that he had trouble on the point before, and could not sustain his position, "because," said he, "I know it is wrong." Then he promised to have another talk at the office, and he went away and was never seen again. On account of the energy of his expression PRINTERS' INK will not tell which paper he represented, but every one will note that there was a Western flavor about it, not characteristic of New England.

ABOUT "FAME."

Office of
AMERICAN AUTHORS' ASSOCIATION.
CHICAGO, August 9, 1898.

Editor of PRINTERS' INK:

In May, 1895, I contemplated the publication of an authors' paper, and registered the title *Fame* with the Librarian of Congress. A ruling of the postal authorities in Chicago, adverse to one of the features in the paper, made it necessary to put off the publishing of the sheet. Now that I am ready to go ahead I find that such a name is used by an aping competitor of yours in New York. I should esteem it an obligation to myself if you could inform me whether or no I have a prior right to the title of *Fame*. You undoubtedly have the first number of that journal on file and can tell me the date when they first used that title as a copyright.

Trusting that you will give me the information desired, I am
CHAS. M. BUTLER,
5519 Kribbark avenue, Chicago.

The publication of a paper called *Fame* in New York will not prevent the publication of another paper in Chicago bearing the same name. New York had a *Herald* and a *Times* while Chicago had both. There are many *Suns* and myriads of *Journals*. Why may not *Fame* become as numerous?

A PROUD METHODIST.

LITTLE ROCK, Ark., Aug. 16, 1898.

Editor of PRINTERS' INK:

In your issue of August 10, on page 10, the Fort Smith *Elevator* claims largest circulation in State. You have a guarantee the *Arkansas Methodist* has the largest circulation, and we stand ready to made your guarantee good. The *Elevator's* statement should be modified.
GODFREY & THORNBURGH,
Publishers *Arkansas Methodist*.

In the September issue of the American Newspaper Directory for 1898 the *Arkansas Methodist* has credit for a bona fide average issue during 1897 of 11,000 copies as against the Fort Smith *Elevator's* actual average of 6,577 for the first half of the same year.—[ED. P. I.]

MR. L. M. RICHARDSON, advertising manager of the Monarch Cycle Manufacturing Co. of Chicago, writing in *Facts and Fiction*, says: "Very often the most beneficial advertising is that which costs nothing; in fact, that which money can not buy. The advertising manager who is a 'good fellow' derives the greatest benefit from this source."

ADVERTISING is no longer an experiment, no longer an undeveloped theory, a notion in the abstract, a vague inviting land of promise. There is no danger of it turning out a will-o'-the-wisp venture to advertise; like electricity and many other powers and forces of which men feared to risk the danger of handling, advertising has become the mighty lever of successful trade and commerce.—*Yonkers (N. Y.) Herald*.

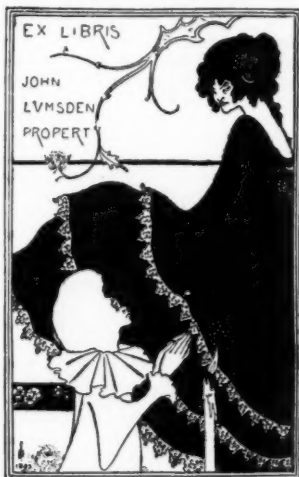
THE PASSING OF BEARDSLEY.

By John Northern Hilliard.

There is an unusual sense of the pathetic in the death of Aubrey Beardsley. He was young—not yet thirty—a genius, the only support of his widowed mother, for whom he had struggled incessantly since boyhood, and for whose sake he had battled manfully against the encroachments of an insidious disease, not so much with the hope of winning fame, but that his mother and sister might have the comforts of life. And so he worked and struggled, and he won by the sheer strength of his whimsical genius and a will-power that was remarkable in one so delicate. Without classical training he revolutionized the whole world of art, and he died the favored child of fortune. But his was a sad life. It was a stunted life—a life of morbid, sickly cynicism.

The name of Aubrey Beardsley flashed like a meteor across the artistic firmament. Like Byron, he woke to find himself famous. His opportunity came when the Avenue Theater, London, was taken by an enthusiastic and courageous young actress for the production of plays by living English writers, which, whatever their fate from the commercial point of view, at least possessed definite merits as pieces of literature. In order to advertise Dr. Todhunter's "Comedy of Sighs" and G. Bernard Shaw's "Arms and the Man," Beardsley excelled himself and designed perhaps the most remarkable poster ever seen, up to that time, in London. It was a master-piece, a poster that posted, and nothing so compelling, so irresistible, had ever been posted on the hoardings of the British metropolis before, and in a day London was ringing with the young designer's name. Some laughed at it, others jeered at it, but every one looked at it and thus it fulfilled its primary purpose—that of advertisement. The old theatrical poster represented, in glaring colors, the hero in a supreme moment of exaltation, or the heroine in the depths of despair. Beardsley was, however, a modern of the moderns, and he did not condescend to illustrate. He did not symbolize or suggest. He produced a design, irrelevant and tantalizing to the average person, though doubtless full of significance to himself. From that time the young draughtsman had no lack of work, and

he produced posters and designs so rapidly that he quickly became a problem in the modern art world. In many respects the Avenue Theater Bill must be considered the best poster that came from his hands, though he made some very clever ones to introduce the "Yellow Book." He made many bizarre illustrations for this very modern magazine, among which was the celebrated "portraits" of Mrs. Patrick Campbell and Mme. Rejane. Mrs. Campbell was so angry at the caricature that she threatened to sue the publishers of the "Yellow Book." After the fourth number of this art magazine came from the press Mr. Beardsley, the art editor, had a dispute



with the editor, Henry Harland, which resulted in the former's abrupt withdrawal from the staff. With Arthur Symons he started that decadent and short-lived literary and artistic monstrosity, "The Savoy." For this magazine he made the sickly illustrations illustrating his putrescent poem, "The Ballad of a Barber." With the decline of this magazine Beardsley's followers began to forsake him and his star began to wane. Then his strength gave way, and for the past year he was unable to do any work. Death came as a merciful release to the sufferer, and now that he is gone the work that will probably live the longest is his series of magnificent illustrations to Malory's "Morte d'Arthur." Into this congenial

work he threw all his fervor and genius, and the blacks and whites are rightly acknowledged to be masterpieces of decorative drawing.

No artist of to-day has been so discussed as Aubrey Beardsley. He has been condemned virulently and praised eloquently. As the exponent of æsthetic decadence, his work was open to attack; but as a wielder of blacks and whites he had no superiors among modern draughtsmen, and this was recognized by no less a person than the late Philip Gilbert Hamerton. The truth is that Beardsley was oppressed by a peculiarly hideous phase of cynicism of youth, which he expressed as it suited him, instead of imitating, like other young men, the work of other schools. He was all Japanese in his work. He held that it was as legitimate to conventionalize the human figure as to conventionalize a tree or flower. This principle dominated his decorative schemes, and the result was grotesque and not entirely pleasing to the eye. The idea, however, was new, and its development was most interesting to watch. One may think as one chooses of Beardsley's artistic morality, but no one can charge him with being at fault in his decorative scheme, thanks to his superb treatment of his blacks and whites, and thanks to his unequaled, rocking line.

As good a characterization of Beardsley as is possible was written by Herbert Small. "Mr. Beardsley had discovered," says Mr. Small, "that Pre-Raphaelitism could be made as dashing and impudent as the most dashing and impudent Parisian affiche, and remain Pre-Raphaelitism still. Add to this a Japanese technique and an unparalleled eye for black and white, and we have an approximation to Mr. Beardsley's manner. Many of his women, with their exquisite hands and their thick lips, seem bred by piquancy out of vile sensuousness; but they are usually human—humanity stripped bare of everything but good manners—and they are always art."

The art of Aubrey Beardsley has been so enthusiastically received as a new revelation on the one hand, and so harshly condemned on the other, as the mere glorification of a hideous and putrescent aspect of modern life, that it will be some little time before a correct estimate of his work can be made and his position in modern art determined. It can not be dismissed by

stating that it is derivative rather than original. Good or bad, the extraordinary impression that it made can not be questioned. It is probable that the work of no designer of recent times has called forth so much homage of imitation. It is within the bounds of reason to say that he was the founder of a school. In this country we have the posters of Will Bradley, which are unquestionably adaptations, at once skillful and intelligent. While the work itself may prove ephemeral, it can not be questioned but that his revolutionary methods will leave an impress on modern draughtsmanship that will take years to eradicate.—*Home Magazine.*

A CONFESSION.

The following is taken from a paper read before the North Carolina Press Association by R. R. Clark, of the Statesville *Landmark*:

It is a fact that, generally speaking, the average country newspaper is notoriously loose in its business methods. I am assured that there has been much improvement in newspaper business methods in North Carolina within recent years, but the improvement is yet in its infancy, and there is vast room for extending it. Most of us, if not all of us, have in our offices what we call an advertising rate card, on which we have figured out certain charges for a given amount of space—ranging from one inch to a column—for a given period of time, from one insertion to twelve months. I seriously doubt if there is a man in this association who adheres strictly to his rate-card. I feel sure there is not one. The card answers the purpose of a sort of basis on which to figure, and we generally figure a good deal below the printed rate when making an advertising contract. Indeed, if I were to judge by the rates frequently offered me by foreign advertisers, I would say that nine-tenths of the papers that do any considerable amount of foreign advertising take whatever is offered (which is always little enough, God knows) and jump at the chance.

BILL POSTING RATES.

At the recent meeting of the Associated Bill Posters of the United States and Canada at Buffalo, N. Y., the following scale of prices was adopted:

Cities of 1,000 to 2,000, 4c. per sheet for four weeks.

Cities of 2,000 to 5,000, 5c. per sheet for four weeks.

Cities of 5,000 to 10,000, 6c. per sheet for four weeks.

Cities of 10,000 to 50,000, 7c. per sheet for four weeks.

Cities of 50,000 to 100,000, 9c. per sheet for four weeks.

Cities of 100,000 to 500,000, 3c. per sheet per week.

Cities of 500,000 to 2,000,000, 3½c. per sheet per week.

Cities over 2,000,000, 4c. per sheet per week. One week's listed service in all cities of 100,000 to 500,000, 4c. per sheet; in cities of 500,000 or over, 5c. per sheet.

On all straight three months' contracts 5 per cent discount; on all straight six months' contracts, 10 per cent discount.

All "chance-may-offer" posting to be done at 3c. to 4c. per sheet.

SOME OLD-TIME OBJECTIONS TO ADVERTISING.

The subject of advertising is a growing and important one in modern business, and few there are who do not recognize its value. Among the younger element of business men, who are pushing into responsible position, and crowding the older class off the boards, it is rare indeed to meet with a spirit antagonistic to it. Where they have complete control the matter has resolved itself almost entirely into a question of medium and price only, but it is unfortunate for the possessor of the vehicle of advertising that this class of embodied vigor and push is still in a minority when it comes to a question of unrestricted authority.

Older heads, and business men of a past generation, are still at the helm of most of our great enterprises—men whose early impressions were not gathered in an air of advertising, men who knew not of it when they laid the foundations of their prosperity. One must frankly admit with them that it was not an essential in their day to anything near like the degree it is at the present time.

Conditions were materially changed. The world moved at a slower pace. Transportation, as evidenced by its present magnificent ease, was in its veriest infancy. Comparatively speaking, the press was undeveloped, and printers' ink had not arrived at a shadow of the power it wields in our time. The present genus of traveling salesmen was unheard of, and instead of going to see the customer, the customer came to see the merchant or manufacturer. Competition was not so keen; an old-established business was a desideratum, and an honorable name was more to be preferred than an extensively advertised one.

Living in the past, as most of us unconsciously do, following a common trait of human nature—this type of reminiscent proprietor fails to see, concomitant with the time, just where in the great value of advertising lies. From a misunderstanding, perhaps even a bias, he underrates it, only to have this crystalize in time to a positive prejudice, which does not fail of effect on the departments of his business immediately surrounding him.

He tells you he has built up a trade without it, and he is literally correct, such as his business is. In the day

when he superintended the early construction of his fortune he could not avail himself of present advertising methods, for they were unheard of. Likely his location was convenient, his prices reasonable, his methods fair, and his personal conduct honorable; and in these, cumulative as they ever are, he builded for himself a clientele, many of whose important members are still doing business with him for "old time's sake." They often form the most lucrative trade he has.

Other times, other customs. The methods in vogue before the war are some thirty years out of date. A customer no longer makes his business a matter of personal regard. He doesn't care a rap for reputation. Modern facilities of transportation place all alike in the market. He is looking for prices and bargains, and you will get his trade if you let him know of some of the inducements you can offer.

One frequently meets with another stock argument from the same source, to the effect, that everybody knows the house in question, hence, why advertise? The premise is false. Everybody most decidedly does not know a house that does not advertise, even though it were in existence a hundred years. New people—prospective customers—are constantly coming on the field; and what are their means of knowing who is and "who" sells, if it is not heralded to them from time to time? What is more, a house could hardly remain in existence a hundred years without having done some splendid advertising from time to time. The price of success lies in not becoming weary in sowing the seed of publicity on every occasion that presents itself. Granting that everybody knows your firm, they also know others, and if those others, through judicious advertising, keep themselves constantly in the customers' eyes and minds, their chances for business outstrip yours to a degree incomparable.

And what advertising solicitor has not met with this rusty and old-time argument, "that we don't have to advertise; we have all we can do as it is." If a house has all it can tend to, without having put forth a special effort, it means either that from some transient cause the market has turned in its favor, or that from some equally temporary reason it alone can supply a demand, and purchasers are forced to trade with it. Neither condition

can last long enough in this day of hustling competition to make one settle back and feel comfortable about it. But while customers are coming, you have a chance to nail them and get in some good hard licks.

Never was there a season more propitious for advertising than this. Make the temporary thing permanent by exploiting the fact that your goods are a little better and a little cheaper than your competitor's; that where it is convenient to buy now you will make it convenient to trade always. Such a state of affairs has been the turning point in the history of many a business venture, and the man who has foresight enough, then and there, when money is easy, and fickle fortune dallies playfully with him, to emblazon his firm's name and his firm's goods on the eager horde of consumers, has turned a fleeting benefit into a permanent trade that must logically lead to steadily increasing success.

I can readily sympathize with a struggling house that is kept in a constant stew to make both ends meet, and would like to advertise, but can not from lack of funds; but I can never tolerate the shortsightedness of a firm that has the opportunity and fails to be landed safely on the crest of a wave of fortuitous circumstance, because it had neither the nerve nor the sense to expand its publicity in the fateful moment. Business enterprises are cinched by the display of action at the right interval.—*W. P. Mayer, in The National Industrial Review.*

A MEDIUM ON WHEELS.

The Texas State Fair, which takes place in Dallas in October, is to be advertised by means of a special car, of which B. E. Cabell, vice president of the Fair Association, says:

"It is proposed to have this car stop at all points of any consequence on the various lines within the State, and from the day of its departure from Dallas it will be kept on the go, not stopping even during the fair. It will be loaded down with fair literature and advertising matter in abundance, and the men in whose hands the car is placed will see that every man, woman and child in the towns visited shall be fully notified and informed regarding the fair, the nature of attractions, the character of exhibits—in fact leaving nothing undone to create an increased interest in the enterprise. I am satisfied there is no better way of reaching the people of Texas than through the medium of this advertising car."—*National Advertiser.*

THE TOWN THAT ADVERTISES.

There is much profit in putting a town before the great public, and the only way is to advertise. The town that is advertised is the town that secures all the investments, and the town that undergoes the healthy changes of a rapid development.—*Ad Sense.*

THE FIRM OF MOSES & HELM.

WHY THEY HAVE MADE A SUCCESS OF THEIR BUSINESS.

Less than two years ago this partnership was formed. Each member of the firm had had long training—C. Dan Helm in illustrating and Bert M. Moses in writing for advertisers. Each knew his end of the business thoroughly. By joining fortunes it was believed that a permanent, profitable business could be established.

Offices were rented and conveniently equipped in the heart of the advertising world in New York City. The business was started in just such a manner as any conservative man of foresight would follow in other pursuits.

System and punctuality were rigidly observed. No false or extravagant promises were made. Absolute satisfaction was a clause in every agreement and contract. Work was executed and delivered on time. Not a dollar was exacted under protest. Not a cent was accepted until the work was satisfactory.

In two years the business has grown healthfully. There have been no spurts—no ephemeral stimulation. The aim was to reach and work for the foremost business men and advertisers everywhere, and the list of clients secured is made up of exactly that class.

One rule was to do work better, if possible, than could be got elsewhere, and never to figure so low that profits were out of the question unless the work be slighted.

Moses & Helm have faith and confidence in themselves. They reason that their success has come because they have written well and illustrated well for their customers. They have stuck closely to the things they are familiar with. They have gone on the presumption that every man knows his own business better than somebody else on the outside. They have not presumed to tell a merchant or manufacturer how to wear his necktie—how to sweep out his store—how to oil the shafting in the factory—when to spit on his hands—or when to change his underwear.

Moses & Helm have neither the inclination nor the ability to go outside their sphere of writing, illustrating and planning advertising. They do only a few things, but do them well. They have the necessary equipment, facilities and ability for handling any and every sort of legitimate advertising. They want to hear from those who command the best.

The above is not a free reading notice, but an advertisement inserted and paid for by Moses & Helm, 111 Nassau St., N. Y. City.

HOW SALT COULD BE ADVERTISED?

By Chas. Paddock.

Salt is a necessity; an article of consumption that is used several times a day; an article that everybody must have, and of which many tons are consumed daily, for table use only, in the United States alone.

There are a good many brands of salt, a large number of manufacturers, but it is an article that is rarely advertised to the consumer. Being such an important item in our daily food, it is somewhat strange that one or more of the leading manufacturers do not advertise the product in such a way as to make their particular salt the best selling brand. Everything that is intended for human food, or as an aid to prepare food, can be effectively advertised if it is of good quality, and can be sold at a fairly reasonable price. There is no restricted field for

tised in special brands, many of them claiming to be the best, some of them giving good reasons why they should

THE SALT OF THE EARTH

Varies very much according to the brand. Salt for table use should be always pure and of proper strength. The best families, best hotels, best cooks and best butter makers are unanimous in their praise of the purity and strength of the famous granulated salt known as the "TRITON" BRAND.

WHY NOT SALT?

You study the purity of almost everything you eat, and are particular about its quality, but you buy salt almost without a question, except as to its price.

It is essential that your salt should be pure. Be sure that it is by buying only the famous

TRITON TABLE SALT.

salt advertising. Everybody uses it; every household must have it; scarcely a morsel of food we eat but must contain salt to make it palatable.

Nevertheless, the manufacturers leave it to the grocer to supply the householder's individual demands, and the householder takes anything the grocer gives him so long as it is salt. Not one housewife in a thousand knows whose salt she is using, what its qualities are, whether there is any better brand on the market, what the necessary properties should be in good salt, or anything else relative to the article, except, perhaps, its price.

Just think for a moment and ask yourself the question, if there is any single article in use as a food that human beings eat of which so little is known by the consumer? Flour, sugar, tea, coffee, cocoa, canned goods, meats, and even a less used food seasoning—mustard—are adver-

be thought the best. But salt, that is a part of all food, is almost entirely neglected in this respect.

The salt manufacturers are to blame for the public ignorance of the quality of their products, and for any "poor trade" or "dull times" with which they themselves may be cursed. An enterprising salt firm that would come forward and tell the people all about its goods and would educate it into the qualities of salt, and how one brand differs from another, might easily and rapidly increase its sales, besides which it would be conferring a widespread benefit by imparting a little knowledge where all is ignorance now.

Tell us how salt is made, and what it is made from, the process of manufacture, the materials used, anything and everything that will tend to enlighten the public about the subject.

Is there not a great field for the enterprising salt manufacturer? Is there not a splendid chance for him to push his brand to the front and create a big popular demand for it? A campaign in the leading newspapers and maga-

PURE SALT

Is essential to pure food. Good bread, good butter, require clean, pure, strong Salt in the making. Your table salt aids your digestion. See that it is the

TRITON TABLE SALT

zines, with attractive and well-written ads, would soon draw the attention of householders, and the inevitable result

would be that the particular brand advertised would soon lead the others in sales, and more than pay the cost of advertising.

The writer shares the common ignorance about the processes of preparing and purifying of salt for table use, but he respectfully presents a few suggestions as to how salt might be attractively advertised in order to interest the public in a particular brand. Nevertheless it would be wise for the advertiser of salt to infuse a little technical information into his announcements, so as to educate the people in all they should know concerning this article of universal use. Such advertising would not be to a class, but to the general public, hence no nice discrimination of mediums to be used need be made, except as to circulation and the lowest rates pro-

On every table in the land
Should be the SALT called TRITON
BRAND,
For that's a salt, you may be sure,
That's very strong and fine and pure,
Hotels and families exalt
The virtues of the **TRITON SALT!**

curable. The ads shown herewith are intended to fill a space of one and a half inches, single column.

CHICAGO INGENUITY.

Every one must have noticed how an enterprising business firm has lately taken upon itself to erect neat sign-posts at the street corners, bearing in large, plain letters the legend:

"This is North Liberty St.
This is Manila Place."

And underneath:

"The Paragon is on the corner of — St.
and — Ave.

Best place in town for refrigerators."

Whether or not the Paragon has the best stock of refrigerators, a grateful people will buy its ice-boxes nowhere else. There are not above a score of properly marked streets in Chicago, and strangers always comment on the difficulty of finding their way. But lo! when our government and our city officials forsake us, behold the advertiser taketh us up. It was a furniture dealer that put seats around the trees on corners where people have to wait for cars.—*Chicago Post.*

THE greatest successes in the history of this latter-day trade science have been made, not by the men who have bought the most space, but by those who have put brains into their ads—ideas that have caught the attention of the world's readers and burned into their minds an everlasting impression.—*Marsh.*

SELLS OLD MAGAZINES.

Probably the only establishment of its kind in this section, and certainly the only one in Lynn, is that conducted by Walter S. Houghton, at 64 New Park street. Mr. Houghton buys and sells magazines of all ages and descriptions. He started in the business ten years ago with 100 odd magazines that he had collected, and at the present time a commodious two-story building is filled with over 300,000 volumes. He has had inquiries for odd numbers from people in England, Ireland and the Sandwich Islands. Many of these orders from abroad he has been able to fill, much to the satisfaction of the people ordering, who have in some cases searched all over the world for these odd numbers. Mr. Houghton recently sold to the Congressional Library in Washington, D. C., a volume of the Political Magazine that was published in London in 1780. He has in his stock the North American Review complete from the year 1815. He has copies of the Analytic Magazine of 1815. The Farmer's Almanac from 1792, when it was first published, is on his shelves. The first weekly magazine that was published in Massachusetts was the Boston Weekly, printed in Boston for the first time in 1816. Mr. Houghton has one of the first copies. He also has first copies of the Massachusetts Magazine, published in January, 1789. A copy of the Universal Magazine, published in England in the year 1776, can be found on his shelves. A still older magazine that he has among his collection is a copy of the London Museum, an illustrated magazine published in 1770. He has a complete set of the Monthly Anthology, published in Boston in 1804. Hundreds of volumes of magazines of the present generation are stacked high upon his shelves. Some time ago the librarian of Vassar College at Poughkeepsie, N. Y., searched all over the United States for a title page of the *Nation* of the year 1868, and was at last successful in procuring it of Mr. Houghton.—*Lynn (Mass.) News.*

A FLAT RATE.

What is a "flat" advertising rate? It is a given price per running inch for advertising space.

The advantages of this rate over the old method of advertising are many, and its merits will force themselves on the advertiser after he has given it a fair trial.

First—You pay for what you get and you get what you pay for.

Second—You can advertise "little" or you can advertise "big," as it suits you, and you get your money's worth every time.

Third—You can change your ad as often as you please without additional cost.

Fourth—You can make special announcements, using a half-page, if you choose, without it costing you an impossible price.

Fifth—You can be as erratic in your advertising as you choose. Advertise largely one month and not advertise at all the next month, and you pay at the same rate as though you advertised regularly.

Sixth—You are on an equality with all other advertisers; you pay no more, you pay no less. Everybody treated alike.

Seventh—It puts your advertising on a purely business basis, and you can see for yourself whether or not it pays.

Eighth—It avoids misunderstanding with the publisher.—*Plattsburg (N. Y.) Press.*

IS IT SO?

In most newspaper offices space in the news columns is sold at a fixed price per line, exactly as space in the advertising columns is sold.—*Journalist.*

PROSPERITY

WHAT * * *
THE PEOPLE * * *
SAY * * *

SEPTEMBER
1898

THE ECHO * * *
COMES FROM * * *
EVERY SECTION

(From the Detroit Free Press)

One of the surest indications that the country is in a healthy financial condition and about to enter upon a season of great prosperity is the general tendency of merchants in all parts of the country to buy fuller stocks of goods than they have done for several years.

(From the Day, New London, Conn.)

It all gives fair promise of good business.

(From the Bangor Daily Commercial.)

Capital will receive new energy; corporations will throw overboard their conservatism and expand their industries; manufacturers will gather to a faster pace in view of increased demand for their products, and with each passing day will come a new tide of confidence and prosperity.

(From the St. Louis Star.)

Throughout the great West prosperity seems to be in the saddle. In Illinois, Missouri and Iowa the crop output will far exceed the average. The West has never known such a prosperous season.

(From the Philadelphia Call.)

With the declaration of peace, the investment of capital will give a new impulse to every branch of industry.

(From the Buffalo News.)

From all leading centers East and West come reports of a steady increase in business.

(Evening Star, Washington.)

Business is on the up-grade everywhere. The times are good and predictions in the best-informed quarters are that an era of very great prosperity is opening for the United States.

(The Times-Democrat, New Orleans.)

Every right-thinking man will rejoice in the farmer's success, since it means prosperity for all.

(A New England Boom.)

There are gratifying indications all over

New England of a revival of business, and manufacturing cities are preparing for it.

(Holyoke, Mass.)

Hon. Wm. Whiting, of the Whiting Paper Co., says that he expects a marked improvement in the paper trade. James Burns, of Lyman Mills, Holyoke, speaks even more encouragingly. Irving E. Comins, President Worcester Board of Trade, gives proof that business is on the up-grade. He says the returns in clearing house and freight houses show that the fall trade will be greatly improved.

(Ex-Mayor Hy. A. Marsh, Worcester.)

I believe peace will be followed by a great revival in all lines of business.

(From Maine.)

Captain Deering, Collector of the Port at Portland, Me., says: "I believe an immediate revival of business will come as a result of peace."

(Maine Board of Trade.)

Secretary Rich, of the Maine Board of Trade, says: "Everybody is sanguine of a revival in general business."

(Among the Foremost.)

(From the Buffalo Commercial.)

The New York Times says: "As to general business, there is but one estimate coming from sources entitled to recognition as authorities, and the uniform statement is that improvement shows, and shows with regularly continuing growth, in practically every business department throughout the country."

(Francis H. Leggett & Co., New York.)

Our business is better than ever before. We are confident of a great revival in trade, and feel the effects of coming prosperity. Our representatives and customers throughout the United States all speak encouragingly, and seem in a happy frame of mind.

HIS SELECTION.

He stood before the window of a five and ten-cent store

That was filled with pretty novelties and bargains by the score,
And a winsome girl arranged the goods upon the window shelves
While a crowd of gaping people criticised the goods themselves.

A neatly-printed notice hung promiscuous here and there

At which the window gazers would occasionally stare,

And it bore the words in letters big—the information prime—

"Any article herein costs but a nickel or a dime."

He had been a close observer and had fixed his earnest gaze

On the window-dressing maiden, and her pretty, graceful ways.

And the more he watched the damsel all the more was he impressed

By the sweetness of her features and her form so neatly dressed.

For awhile he hesitated at the threshold of the door,

Then, apparently decided, he advanced into the store.

At the counter he laid down a brand new dime and blurted out—

"Guess I'll take that window dresser—she's a bargain beyond doubt!"

ONE MAN'S SUGGESTIONS.

A writer in the *Pharmaceutical Era* suggests that in figuring on the advertising of proprietary goods it is always well to consult the local druggists, particularly in small towns. The druggist knows as much as anybody about the local papers, and he can make a pretty good guess at circulation. More than that he can tell approximately to what extent farm papers, magazines and church publications are read. He is also a good man to consult about outdoor advertising, and from his knowledge of the people he is able to judge what style of advertising will meet with most favor.

Some medicine men seem to assume that what is good advertising in Maine will also be good in Florida and Texas; that inducements which have much force on the Atlantic coast will be equally telling on the borders of the Mississippi; that the difference between people who live in towns, huddled together in solid blocks of houses, and those who live in scattered, lonely farms is not worth considering.

Where these views of human nature prevail it would probably be difficult to show the usefulness of the local druggist as an aid in advertising, but the advertiser who thinks it worth while personally to seek information outside of his own office will not fail to recognize in the druggist a valuable ally and a friend well worth cultivating.—*National Advertiser*.

HOBSON'S CHOICE.

During Hobson's recent visit to New York he was surrounded and followed by an admiring crowd whenever he appeared on the streets. On one of these occasions he stepped into a drug store to get a glass of soda water. A quick-witted clerk seized the opportunity to get a little advertising, and before the Merrimac hero could leave the store the clerk had a sign painted and placed in the window, which read as follows:

TRY HOBSON'S CHOICE.
CHOCOLATE CREAM, 10 CENTS.

—*National Advertiser*.

ON WHAT SUCCESS DEPENDS.

Progress depends upon what we are, rather than upon what we may have to encounter. One man is stopped by a sapling lying across the road; another, passing that way, picks up the hindrance and converts it into a help in crossing the brook just ahead. We are too apt to think that our progress in a given case will depend solely upon the obstacles we may run against. It is more likely to depend upon what runs against the obstacles.—*Sunday School Times, Philadelphia*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thirty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

TENNESSEE.

CRABTREE'S FARM AND TRADE, Chattanooga, Tenn., goes into over 17,000 of the best country homes in the richest section of the South. If you want to reach the best buyers, try an advertisement in the best farmers' paper in the South. It is read from cover to cover. Sample copy and advertising rates upon application. W. R. CRABTREE, publisher.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

THE

.Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,
38 PARK ROW, NEW YORK.

The Great Lakes Territory

is covered fully by

The Detroit Suns

Drop us a postal
for rates.

Detroit Suns, Detroit, Mich.

CHILDREN HAVE MOTHERS.

Remember that every copy of

BABYLAND

and

LITTLE MEN AND WOMEN

Goes into the hands of the mother of
a little child.

20,500 copies

monthly to 20,500 mothers.

CHAS. E. GRAFF, Publisher,
100 William St., New York.

CHILDREN HAVE MOTHERS.

To
Printers
and
Sign
Makers:

WANTED, 10,000 one-sheet posters.

SUBJECT, Germea for breakfast.

PRINTED, in five colors.

MOUNTED, on first-class stretchers.

Or 10,000

SIGNS, 28x40—anything new will do.

POSTERS preferred, unless signs cost less money.

CALL ON, OR ADDRESS

John T. Cutting & Co., 20 Desbrosses St., New York.

THE BEST ADVERTISING MEDIUM--WHY?

The INTELLIGENCER is the oldest paper in Doylestown, Bucks County, Pa. The weekly edition was established in 1804, the daily edition in 1886.

The INTELLIGENCER is the largest paper in Bucks County. Compare the Weekly with any other weekly publication, or the Daily with any other daily paper.

The INTELLIGENCER is the staunchest Bucks County newspaper—the only daily paper owning its home.

The INTELLIGENCER is the only paper in Bucks County having Mergenthaler Linotypes.

The INTELLIGENCER is the only paper in Bucks County having a fast press—a double-feed Dispatch being employed to do the printing.

The INTELLIGENCER is the only paper in Bucks County using no plate matter nor patent sheets.

The INTELLIGENCER brings results to advertisers—we can refer to those who have long used its columns.

The patrons of the INTELLIGENCER stay with it—the files show continuous use of INTELLIGENCER columns by experienced and successful advertisers—proof of valuable publicity qualities.

THE INTELLIGENCER. DOYLESTOWN, PENNA.

Toledo Daily News

circulation guaranteed to be larger
than any other Toledo daily.

For advertising rates and sample copies address
THE NEWS, Toledo, O.

PROGRESSIVE BUSINESS MEN

Advertise in THE ARGUS

Shall we
tell you
why?



THE ARGUS COMPANY, Albany, N. Y.
James C. Farrell, Manager

September IS HERE.

The opening of the fall season is now at hand. All indications point to good times.

Plenty of money has been distributed throughout the country during the last few months.

Crops are good and there are plenty of hungry people.

Money that has been tied up will now be invested.

The opportunity to secure your share of this money presents itself now.

Are you alive to the possibilities of your opportunity?

Your best salesman is your advertising and printing matter.

Is the advertising and printing matter you send out the very best in matter of preparation and execution?

If not, write me, sending samples, and I will tell you what should be done, also give estimate as to probable cost.

I believe we are to have a very prosperous season this fall.

I am out for my share of all that is going.

My business is to do your printing.

Can you use my services?

WM. JOHNSTON,

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK.

Daily Newspapers For Sale

A company printing a morning and evening paper with both Associated Press franchises desires to sell its stock.

**BOTH Papers are on a Paying Basis,
Free from Debt.**

\$25,000 INVOLVED IN DEAL.

Equipment includes Web press, leased linotype machines, stereotyping outfit, electric motor, advertising type, etc. Location is good—city with a fine tributary field.

Present stockholders have good reasons for retiring; will retain minority interest if desired. Address

A. H. STACK,

Marquette Building, Chicago, Ill.

**IT LEADS
ALL RIVALS.**

THE VANCOUVER (B. C.)

WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample
Copy
and Rate Card.

Address
THE WORLD,
VANCOUVER, B. C.

IN ALL AMERICA

there are only seven semi-monthly papers having as large a guaranteed circulation as **Farm-Poultry**. In all the Northeastern States, New York, New Jersey, Pennsylvania and the six New England States, it has the **highest** rating of any paper devoted to live stock; in New England it equals the **combined** circulation of all such. **The poultry raising industry** is now yielding returns larger than any other farm product. Statistics prove this statement. **Farm-Poultry** has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper **in all the world**. Its subscribers are heads of families, mostly women. Every subscription is paid in advance. Therefore advertisers in

FARM-POULTRY

get results. It will pay any advertiser who wishes to reach families who have money to spend. Sample copy and rate card will be sent on application to

I. S. JOHNSON & CO.,
22 Custom House St., Boston, Mass.

THE NICKELL MAGAZINE

Has the largest circulation of any magazine
published in New England.

NOTE ITS ADVERTISING RATES.

NICKELL MAGAZINE, 4 Alden Court, Boston, Mass.

To Get Customers

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897, **14,756**

Actual Average Circulation for Nov., Dec. and Jan., **15,407**

What a few Prominent, Practical and Self-made
Farmers Think of the

Agricultural Epitomist

From the Hon. James A. Mount, Governor of the State of Indiana, and Practical Farmer with a 500-acre Farm.

Replying to your communication of the 31st ult., I beg to say, in so far as I have had time to read the EPITOMIST, I am frank to say I have found it to contain many practical suggestions. Its general treatment of grain-growing, live-stock husbandry and horticulture has been up to date.

(Signed)

J. A. MOUNT.

From Mr. P. L. Quirk, Owner of Five of the Best Farms in the State of Michigan, President First Nat'l Bank, Ypsilanti, Mich.

I have been taking your paper, the AGRICULTURAL EPITOMIST, for some time, and I think very well of it, indeed. Think it is an excellent paper, and that is also the opinion of all my men on the farms. They all feel it is a good paper to have to read and refer to.

(Signed)

D. L. QUIRK.

From Mr. G. C. Pearson, Prop'r Spring Glen Farm, Danville, Ill.

Occasionally value received is found when and where least expected. So it was with the EPITOMIST. It came to my address and, with a number of dailies and weeklies, was piled upon the table, biding the time for the waste box. The unpretending appearance of the little paper, with the location of publication, was against devoting any time to its perusal. We know this is the day of journalistic noontide; accidentally my eye caught an article on Cow Peas, which was read; then page after page was scanned, when more good, common sense articles were found than in a dozen pretentious papers, whose columns are devoted to theorizers or to the advancement of interests of schemers who pull the wires which move the "puppet hayseeds," as the farmers are regarded and termed. With reading, as with food, it is not the quantity we consume but what we digest which benefits and sustains us. Inclosed find a year's subscription. We will expect continued interest in contributions from practical men and women.

(Signed)

G. C. PEARSON.

Circulation, 165,000 copies monthly.

Advertising, 75c. per agate line. Forms close 10th of month preceding date of issue.

None but Clean Advertisements from
Reliable Advertisers Accepted.

EPITOMIST PUBLISHING CO., Indianapolis, Ind.

Here's to the Stogie!

Not any old Stogie, but the best of all Stogies—the Jantzen—

brands. They made business, new customers, and a goodly profit for thousands of cigar dealers all over the country last year. They're going to be still more popular this year.

We're going to keep pegging away until the Jantzen Stogie is a prime favorite in every nook and corner of the land.

It deserves to stay where it is—in the front. It's always the same—a thoroughly good, wholesome, reliable Stogie.

Forty millions sold so they look like money, doesn't it? Who is going to make the Stogie money at your town?

The J. M. Jantzen Company
Pittsburg, Pa.



Black and White

There are numerous shades of black and white.
Some blacks are blacker than others—some whites are gray.

The proper massing or blending of plain black and white may make them almost as effective as the most brilliant coloring.


By this method trade paper and magazine ads can be made artistically striking. The possible variety of designs is limited only by the ability of the artist.

These two small reproductions of half-page trade paper ads are examples of my work in this line.

This style of illustration is also effective in magazine advertising. It has the distinct advantage of printing perfectly on any sort of paper and with any sort of presswork.

If you want your trade paper or magazine ads to "stick out," write to me about it.

Charles Austin Bates, Vanderbilt Building, New York.



The Money You Make

One of your business is made by selling well-known brands. Your customers do not like to experiment with new cigars. They like to buy a cigar that they know whose name and flavor are familiar.

"General Arthur" cigars are known from Maine to California.

They are known for the good qualities they possess. One hundred thousand dealers make money selling "General Arthur" cigars. Why not improve your trade by placing them in stock?

Kerbs, Wertheim & Schifter

THE MEXICAN HERALD

**The Largest and Best
Newspaper in Mexico.**

Guarantees a circulation exceeding the combined circulations of all other publications printed in English in the Republic.

THE HERALD is a seven column, eight page paper, published every day in the year in English—in English because English is read in Mexico not only by the large number of American and English residents, but also by the BEST classes of Mexicans, Spaniards, Germans and French. THE HERALD reaches the wealthy people of Mexico—the people who buy imported goods. It is the best mail order medium in Mexico, for United States products. An advertisement in THE HERALD will increase a resident agent's sales. If you have a representative anywhere in the Republic ask him about THE HERALD.

Associated Press Dispatches.

All the News of Mexico.

A postal card request will bring you a sample copy, advertising rates or honest information about the possibilities for your business in this field.

THE MEXICAN HERALD

BY

THE MEXICAN PUBLISHING CO., Ltd.,

City of Mexico, Mexico.

PAUL HUDSON, MANAGER.

A Straight Tip!

The Toledo Commercial

is 52 years old and the only
morning paper in a city of
150,000 people.

It Printed and Sold

an average of 10,253 dailies
and 8,027 Sunday papers
(leaving out extras) the first
6 months of 1898.

10,500 people who have

Money

are worth talking to.

THE TOLEDO COMMERCIAL CO.
TOLEDO, OHIO.

W. E. SCOTT, 150 Nassau St.,
Eastern Representative.

THE LARGEST AND BEST
FIVE-CENT MAGAZINE ❁❁

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

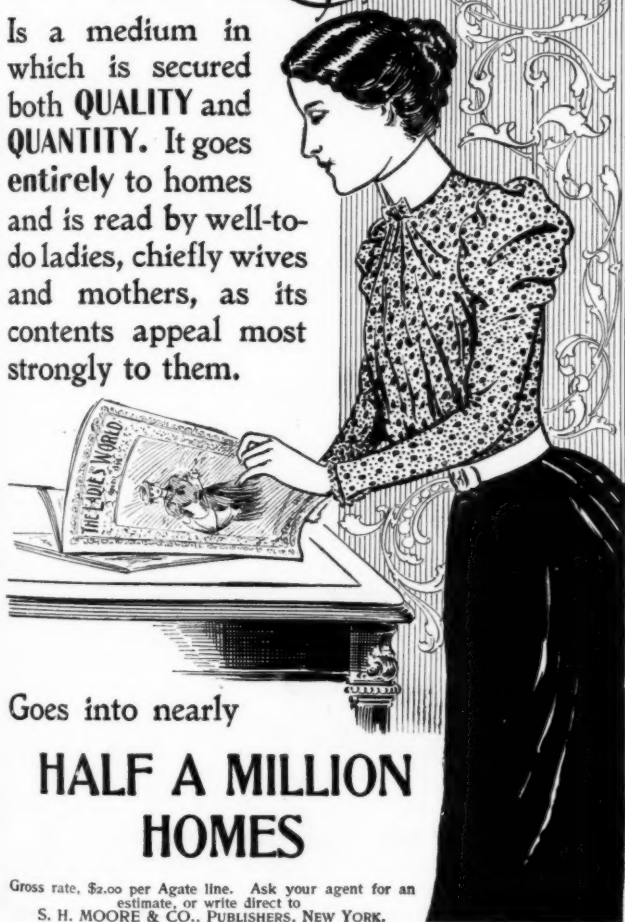
Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.

The Ladies' World

Is a medium in which is secured both **QUALITY** and **QUANTITY**. It goes entirely to homes and is read by well-to-do ladies, chiefly wives and mothers, as its contents appeal most strongly to them.



Goes into nearly

HALF A MILLION HOMES

Gross rate, \$2.00 per Agate line. Ask your agent for an estimate, or write direct to
S. H. MOORE & CO., PUBLISHERS, NEW YORK.

"TWO HEADS ARE BETTER THAN ONE."



When
you want
high-grade
lithographing
or
printing
send to
The
Gibbs
&
Williams
Co.
18 & 20
Oak Street,
N. Y.,
corner New
Chambers



THE STAMP 
OF ORIGINALITY.



PRESS OF
THE GIBBS & WILLIAMS CO.
18 & 20 OAK ST. N.Y.



500,000 Circulation

FOR \$1.60 PER LINE.

The advertising rates of THE AMERICAN WOMAN will be \$2.00 per line after October, but advertisers commencing in that issue have the privilege of continuing for one year at present rate, \$1.60 per line.

500,000 CIRCULATION GUARANTEED AFTER OCTOBER

"THE PROOF OF THE PUDDING."

"Brings More Business Than Any Other Paper."

Chicago, July 29, 1898.

Mr. Joseph W. Kennedy, Adv. Mgr. Vickery & Hill Co.

DEAR SIR: In response to your inquiry about our experience in advertising in The American Woman, would say that we have been using it regularly for the past ten months, and during this time we have used many other prominent mail order journals. We have found The American Woman to bring us more business than any other paper of this class that we have used. We take pleasure in informing you that we are well satisfied with our returns from The American Woman, and that we shall soon place another yearly order for our advertisement through Mr. A. J. Wilson, who has charge of our advertising.

Wishing you continued prosperity, we are,

Very sincerely yours,

C. W. STANTON CO.

C. W. STANTON, Pres't.

John H. Woodbury's Opinion.

Messrs. Vickery & Hill Co.:

New York, July 11, 1898.

DEAR SIR: Replying to your esteemed favor, would say that I have just made a contract for \$10,000.00 worth of space in the Vickery & Hill List and The American Woman, and this is the best evidence that I have not changed the opinion expressed in the article which I wrote for Printers' Ink in 1893.

I have always found the Vickery & Hill publications to be paying mediums and I am looking for more like them.

Yours very truly,

JOHN H. WOODBURY.

* In 1893 Mr. Woodbury gave his advertising experience in an interview in Printers' Ink, and then stated that the Vickery & Hill publications were those that paid him best. A reprint of the article will be sent to those who wish to read it.—J. W. K.

MORE PROOF.

"Make Good Their Guarantees About Circulation."

Cincinnati, Ohio, Aug. 1, 1898.

Mr. Joseph W. Kennedy, Adv. Mgr. Vickery & Hill Co.

DEAR MR. KENNEDY: I have been inserting my advertisements in the Vickery & Hill List for several years, and in this time I have been able to test them with all kinds of advertisements, from a few lines up to a whole page. I have always found your papers to be very profitable mediums, and I take pleasure in informing you that I intend to send some more large advertisements this fall, and that I shall include The American Woman. I have no hesitation in saying that, judging by the results obtained of your mediums, I have the best of evidence that the Vickery & Hill Company make good their guarantees about circulations.

Yours truly,

W. W. THOMAS,

The People's Tea, Spice and Baking Powder Co.

SEND YOUR ORDERS THROUGH YOUR AGENT OR TO

THE VICKERY & HILL CO.

520 Temple Court, - - - New York City.

JOSEPH W. KENNEDY, Manager of Advertising.



Cutelix-

is neither a confection nor a perfume—it is primarily intended to cleanse and beautify the skin and restore health in cases of disease or injury, such as ivy poisoning for instance—yet it is too pleasing to the senses to be called a medicine.

Try it and see.

Your druggist will supply you at twenty-five cents, or we will send a bottle by express on receipt of thirty cents.

Cutelix Company,
253 Broadway, New York.

It is
conceded
that in

Street Car Advertising

we control
the best and largest
list of cities—

Have
the greatest number
of known,
successful advertisers—

Do
the largest business
in the world—

And
that our rates are
the lowest for
legitimate service.

Geo. Kissam & Co.
253 Broadway, New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It might seem at first glance as if candy and trusses was a rather peculiar kind of a mixture, but it is all right for a drug store to advertise them both in one ad. The same people who like candy may want a truss some time, and if they can both be bought at the same store and that store makes a specialty of having both good trusses and good candies, the apparently queer mixture is all right. It is a good druggist who never makes any worse mixture than that.

For a drug store.

Huyler's Confections.

There's nothing as good. Any young woman will say this for them. We are sole agents for Salem, and offer you fresh goods at any time.

Our Truss Stock

is the most varied and extensive east of Boston. The prices about one-half of that charged by Hub dealers. Not only do you get a low price from us, you also get the benefit of perfect fitting. There's lots of truss dealers who would like to attain our fitting perfection. Forty years of varied experience might give it to them.

A way of saying it.

Emptying Out the Hillocks of Summer Shoes.

We've got a few "hillocks" of summer shoes that we've got to level down to-morrow. Our Mr. Jones, in company with Mr. Jackson, our shoe buyer, just finished a two weeks' campaign of cash shoe buying among the shoes factories of New England. More than 1,000 cases of shoes are headed this way and we are forced to get these "hillocks" of goods out of here quick.

Here is a good school ad; particularly in the American spirit of it. This spirit is growing all the time. Get it into your mind; into your business; into your ads; whether you keep a school or a shoe shop or a grocery store.

A good school ad.

Pierce School

It would seem as unwise for us to look to Europe for advanced methods of commercial training as it would be to go to them for the best training in gunnery. America is showing up as the leading commercial nation. Why not get our methods of commercial training from the land that has produced a Girard, an Astor, a Stewart, a Wanamaker, a Vanderbilt, an Armour, a Drexel, a Stanford, and a host of others whose business ability is recognized the world over? This institution is an American Business School, and follows methods indorsed by the leading merchants of our city and country. Its courses meet the needs of its American environment. 34th Year Book sent to any address. Pierce School, Record Building, 917-919 Chestnut Street.

Here is an "Early Bird" ad. It is just as well to get out ahead of the season and catch anything that is ready to be caught.

An "Early Bird."

Get Your Heaters Fixed Now!

Don't wait for cold weather. If they need repairs or cleaning, now is the time to attend to them. Is your Range or Cook Stove in good condition? If not, call upon us. Our Phone is No. 1363. Prompt attention, reliable work and low prices.

The B. C. Bibb Stove Co.
107 and 109 Light St.

ONCE MORE

The difference between the importers of French China and the U. S. Treasury Department have at last been adjusted.

We are beginning to receive our importations, and hope soon to have a full supply of

**White
China**

for the Decorators as well as replenishment of our stock patterns of Decorated Dinner ware.

A. B. QUEEN & CO.

102 WOOLWICH AVE.

For a druggist.

**Where will
You take it?**

After having consulted your physician, the question often arises, where shall I take my prescription? You should go to the best druggist that you know—one who will use only the best drugs and will not fill it if he hasn't the right kind. Go where you will always find experienced graduates in charge, who will oversee each prescription and exercise the greatest care in dispensing. Our prescription department is conducted in this careful manner.

CLARKE & CLARKE,

DRUGGISTS, 16 MARKET SQ.

**YES,
FURS!**

Last week I received 20 orders for fur wraps for the coming winter.

These orders will receive a bit more attention than later fall orders, when everything is hurried.

Catch the hint?

Any repairing I do carries with it—storage free.

JAMES JOHNSON,

42 FLEET ST.

**SHRINKAGE IN
HAMMOCK PRICES**

And yet hammocks will not be unseasonable for two months to come. In fact, the days of early autumn are among the most conducive to hammock-comfort. From the storekeeping point of view, however, hammocks are a back number and the only thing left to do is to clean up the stock before holiday goods make instant demand for the space it occupies. These prices should effect that result.

**"Cheap"
Wheels.**

There are lots of these, dear at any price, bought and sold by dealers who know as much about wheels as they do of battleships, and there is likely to be bitter disappointments in store for purchasers.

We handle none but those we know to be good, for we have made a specialty of this business, our familiarity with metals and materials enabling us to judge of qualities and detect defects. We do not hesitate to say that the wheel we are selling at \$24.79 is the greatest bargain in —

When you ship your wheel, use a folding Bicycle Crate. We have them for one or two wheels.

B. CYCLE & CO.,

45 NORTH ST.

NOTIONS

The reduction of values applies to every article in our store. We're making a bona fide effort to cut down the size of our summer stock, and it's by a tumble in prices we'll do it. We have a new story for you every day, and for Saturday it's

NOTIONS.

1 card Patent Hooks and Eyes,
2 doz. on a card, for 1c.
1 bottle of Ammonia, at 7c.
1 box of Castile Soap, 4 bars in a box, worth 15c., at 10c.

The idea shown in this "Egg Beater" ad of having a lady in the store to demonstrate it is all right. It might be a good thought in a great many cases to have a lady, even in a small retail store, to demonstrate household fixings as well as food products, and when this is done the right thing is to advertise the fact. The advertising should keep in step with the doings of the store. Tie your advertising and your store together and don't let them get apart. Don't have the idea that your advertising is to be only a catchy little song independent of what goes on in the store. Don't let the public get that idea. Make your store enterprising and wide awake and have your advertising tell about it just as it is, so that when people read it they have the feeling that they are being spoken to right out of the store itself and not by some hired writer man who goes off in a corner by himself to think up something smart to say.

Another pointer.

If you've been looking for a better egg beater than the one you're now using, perhaps you'll find it here in the Lyon Egg Beater and Cream Whip, at 20 and 25 cents. There's a lady here, this week, to tell you all about this splendid beater.

We Rent New Pianos,

Giving prospective customers a thorough test before buying. \$15.00 a quarter (3 months) and one cartage. Rent allowed if purchased, or applied on any piano we sell. Some good practice pianos \$50, \$75, \$100, etc. Easy terms or rent \$2 to \$10 a month.

.. AT ..

Williams' Music Store.

OPEN ALL NIGHT.

HOLT'S Quick Lunch Parlors

**3 EAST FOURTH ST.
113 EAST FRONT ST.**

Quickest and best lunch parlors in the city.

Ice Cream and Ice Cream Soda.

C. R. HOLT, Prop.

NOT FOR PROFITS

are these prices, but for room.
Garden Trowels, **3c.**, were **5c.**
Weeders, **6c.**, were **10c.**
1 only, 2-quart Blizzard Freezer,
\$1.10, was **\$1.35**. Etc.

This little "Free Wagon" ad for a grocer points out very nicely the idea that every retailer ought to make the wholesalers with whom he deals help him all they can. If one soap-maker is ready to supply wagons to retailers to boom the sale of his soap, the other makers ought to be induced to do it. Perhaps the line ought to be drawn somewhere; perhaps goods are inferior sometimes which have premiums to go along with them; but not necessarily so, and anyway if there are any premiums going, retailers ought to be wide-awake to get the benefit of them.

A business pointer.

Wagons Given Free!

**FOR 75 OZONE SOAP
WRAPPERS**

A Pretty and Useful Wagon.
Regular Size with Spoked
Wheels (as shown in cut)
given away at

**J. B. NICHOLS',
292 Main Street.**

I had the Courage

"A wise general never sacrifices his men needlessly, and a wise business man never takes needless risk, but in both war and business, nine times out of ten, it's the man who has the courage to do what others will not who wins out. The story of old Farragut in Mobile Bay, when he said, 'Damn the torpedoes,' and sailed right over them; the story of Dewey in Manila Bay, sailing over the Spanish mines, is repeated by every good business general in the world. He sails in and wins while more timid—or more 'conservative,' as they like to be called—hang back and are lost."

—PRINTERS' INK.

An ink salesman connected with one of the leading houses in this country happened to call in my office recently, and in the course of our conversation he remarked that I was the one who ruined the ink business by selling news ink at 4 cents a pound and demanding cash with every order.

He stated that his house was forced to offer it at 3½ cents a pound and give unlimited credit in order to be in the race for business.

I asked him to kindly prove where my prices were so ruinously low, but before we parted he was fully convinced that my prices and methods of doing business were all right. My competitors knew that 4 cents was plenty to charge if they were sure of their money, but the numerous bad debts in the ink business had to be borne by some one—and that some one was not the ink-maker.

If you are not satisfied with my goods you get your money refunded. Send for my price list. Address

Printers Ink Jonson

8 SPRUCE ST., NEW YORK

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

BUTLER, MO., August 9, 1898.

Charles Austin Bates, PRINTERS' INK:

DEAR SIR—I am in receipt of August copy of PRINTERS' INK, and appreciate it very much. Some time ago I received a copy, and since then I have been doing some advertising through the mail with the inclosed leaflet or circular. It has proven a paying investment. I have sent out 1,000 of these leaflets in the last four months, and can safely say I have had fully \$1,000 business in return for the expense. I send you a sample for criticism in your department. If you have any suggestions for improvement, will be glad to know where it can be improved on. I am thinking of getting out something else in the way of a booklet or folder, and want something catchy and attractive. I send out a vast amount of all kinds of printed matter, furnished me by different firms. I notice you publish several specimen advertisements that have been sent in for criticism, viz., "Slater Shoe"; also ready-made advertisements. If you wish to publish my leaflets as suggestions to others, you may. It has been a good investment to me as a trade getter. I await reply.

ROBT. L. GRAVES.

ROBERT L. GRAVES,

BUTLER, MISSOURI,

MANUFACTURER OF HAND-MADE TRACES
AND HAND-MADE HARNESS.

Better finish, better workmanship, better stock, better trimmings, better throughout.

1898 Hand-Made Traces and Harness are ready for your orders. New ideas. Entire change from top to bottom.

Let me send you a sample assortment of my Hand-Made Team Harness and Team Traces.

If only half pleased, keep what you like of the selection. If you like all of the goods, keep all. If not satisfactory, send the lot back at my expense. In other words, hand-made goods can stand on their own merits.

Think this over.

Thousands buy this way; why not you? The method is worth a trial. Hundreds of these assortments are being sold and kept by the consignees.

You may gain (we say you WILL). You can not lose. No charge for box or drayage.

No wide-awake merchant or dealer can afford to ignore my offer. We bring our superb assortment of hand-made goods in competition with anybody in U. S., and you buy at as advantageous terms as if you traveled one thousand miles to place your order in person.

My Hand-Made Traces are the best on the market to-day, and are offered at prices that permit you to undersell your competitor.

My line of strictly all Hand-Made Team Traces and Farm Harness are known throughout the land for their lustrous finish and splendid wearing qualities.

Handsome trimmings. The best collars, hames, snaps, bits, etc., are used on my harness. Just a little more care used in selecting the stock and mountings. Just a little more care in proportioning and making full size.

A few small details that make Hand-Made Harness known at a distance. Workmanship

and material the best—nothing slighted—they sell because they are built to use and give satisfaction. Keeping everlastingly at it has put my goods to the front.

The era of cheapness has led many harness manufacturers to put the smallest possible amount of leather and poorest quality in a harness, and stitch on machines in order to make the price. Not so with hand-made harness and traces. They have extra heavy amount of stock "cut to proper size." The best, and plenty of it, goes into Robt. L. Graves' hand-made goods.

Our motto, Quality and Uniformity.

TEN NUGGETS OF GOLD.

1st. If you can not call on us, write me for prices.

2d. Every sale I make advertises my Hand-Made Traces.

3d. Why pay more, when by simply dropping us a postal card we can quote you prices lower than any firm in United States.

4th. Get prices from all our competitors first, and then see us. Why?

5th. By so doing you will know exactly what we are saving you.

6th. Quick Sales, Small Profits, our motto.

7th. If you think that it is a good thing, push it along.

8th. We are positively sincere, and that is the mainstay of our success.

9th. We have not time to talk of other people's goods. Telling the qualities of our goods at the prices we ask makes us hoarse.

10th. Don't be skeptical please. Try us with the acid of competition. We know we shall stand the test. Next time we may serve you up red hot. Harness jokes.

In order to push a good thing along and get every harness dealer interested in our new line of hand-made goods, we will make the following extraordinary offer:

Hand-Sewed Team Harness and Team Traces, made heavy and substantial, stitched five to the in. Satisfaction guaranteed.

We sell them because people want them. It pays you to buy them because they wear the longest.

[Prices follow.]

This circular is printed on cheap paper from antiquated type, and the printer who set it up certainly was not an artist.

And yet it paid.

The reason it paid is to be plainly seen. Mr. Graves had a story that was worth telling, and he told it in a straightforward way. You can't help seeing that he honestly believes in the harness that he makes, and that he is justified in his belief. By the time you get through reading the circular—in fact, by the time you have commenced reading it—you feel pretty sure that Graves' harness is good hon-

est harness. After that, it's only a question of price.

What you say is of first importance. Next comes the way you say it. And last, the style in which you print it.

I believe that this is the most important thing for any advertisement writer to learn. Most of them begin with the style—the display, color or quality of paper. The main thing is the business or article that is being advertised. That is the base of the pyramid. If it isn't right, all the rest is useless. If you begin by thinking of the style of the ad instead of the business that is to be advertised, you begin building your pyramid at the wrong end.

Over in Brooklyn is a sign, "Pants pressed while you wait, five cents."

This must be a great convenience for the "gent" who owns only one pair of "pants." But the thing that agitates me is the thought of the appearance of the gent while he is waiting.

The enterprising pants presser really ought to supply a barrel for each gent to stand in while he puts the required perpendicular crease down the front of the limbs of the gent's pants.

A little further along in the same street is the well-remembered sign, "Kick The Printer." As Mr. Kick has had the same sign over the same little shop for at least five years, it is probable that his customers have followed the admonition of the sign.

Still further down on the same street is a tonsorial establishment presided over by a "lady" and operated by lady shavers, or shaver ladies, whichever you choose.

All three of these establishments are well advertised by the signs, and probably no one who rides on the Brooklyn trolley cars to the Bridge has missed seeing them.

In other words, all three places seem to be well advertised—they gain a great deal of publicity, but I fancy that the gent who presses gents' pants at five cents per press doesn't have to worry very much over the investment of his money.

Mr. Kick seems to be kicking along in the same old rut, having made no perceptible change in the last five years. And the "lady" barbers may usually be seen doing fancy work in the barber shop windows.

Prominent publicity isn't necessarily profitable advertising.

The McCormick Harvesting Machine Co., of Chicago, has issued a bright red book entitled "Jerks."

The title page reads: "'Jerks.' Got Up in a Rush By a 'Yank.'"

The text is as follows:

IN EXTENUATION.

Prolixity is the besetting sin of modern business literature. . . . Evidence is not wanting to prove that "words were made to conceal ideas." . . . At the risk of erring on the other side, but with firm faith in Emerson's suggestion that something should be left to the intelligence of the reader, and with the hope also that either doubt or interest will prompt inquiry, leading us to further explanation, this booklet is respectfully submitted.

JERKS.

First Jerk—We run a paper.

Second Jerk—It's our way of booming our business.

Third Jerk—Binders, reapers and mowers—that's our business.

Fourth Jerk—We get out our paper four times a year.

Fifth Jerk—We fill it with a clean line of literature—anecdote, romance and verse.

Sixth Jerk—The editions are not frequent, but they are gigantic.

Seventh Jerk—Over four hundred thousand copies every time.

Eighth Jerk—It takes one hundred and three tons of white paper.

Ninth Jerk—A copy of each issue goes into nearly four hundred thousand farm homes.

Tenth Jerk—Our ten thousand agents read it, too.

Eleventh Jerk—It is their guide board, dictionary and reference book.

Twelfth Jerk—Most of these agents are general dealers—representative business men—in ten thousand different towns and cities.

Thirteenth Jerk—They are hustlers, pushers, business builders.

Fourteenth Jerk—Perhaps they would like to handle your goods if they knew about them.

Fifteenth Jerk—We sell a limited amount of advertising space in our paper.

Sixteenth Jerk—We call it the *Farmers' Advance*.

Seventeenth Jerk—It combines most of the advantages of the trade paper and the farm paper.

Eighteenth Jerk—The advertising rate is one dollar per line each issue.

Nineteenth Jerk—For editions guaranteed to exceed four hundred thousand, that's pretty cheap advertising.

Twentieth Jerk—Many of the best advertisers in America use our paper year after year.

Twenty-First Jerk—We go to press October 1st, January 1st, March 1st, May 1st.

Twenty-Second Jerk—We are setting the pins now for all four issues.

Twenty-Third Jerk—Have we moved you yet?

Yours for business and more of it.

MCCORMICK HARVESTING MACHINE COMPANY,

CHICAGO.

BLUFFTON, Ind., August 1, 1898.

Editor of PRINTERS' INK:

DEAR SIR—I have been reading your interesting publication, *PRINTERS' INK*, and have become particularly interested along a certain line of business which I see advertised quite extensively, that of "ad constructors." Now I know of no such an enterprise in this section of the country, and I write asking your advice

and opinion as to whether a young man of nearly twenty-one years of age could, with a few pointers along the line, do anything with the business if he had had no other experience than that of a printer of over five years. I have been with my present employer for that length of time, but would like to ascertain if I can't employ my talents (if I possess any) to something higher. I am willing to begin at the bottom, as I did on learning the trade. Do you encourage me or advise me to think no more about it? I can furnish the best of references if necessary.

I have addressed you frankly and honestly and have confidence that you will do the same by me. Yours most respectfully,

CLARK A. NELSON,
Bluffton, Indiana.

Box 445.

If a young man wants to become a good adwriter, or architect, or electrician, or bricklayer, the first thing he needs is a real strong, healthy desire to accomplish his purpose. The next requisite is horse sense. And the next is a reasonably good education, whether acquired in a school or at the printer's case.

A young man of twenty-one is not likely to be a good adwriter, because he hasn't had enough experience in life or business. Other things being equal, the man who has the longest and most varied experience is the best adwriter. The more he knows about more different kinds of people, the better he is equipped to write matter that will appeal to them. The more he has come in contact with different kinds of business and the more he has studied business principles in actual practice, the better he will be able to write on business topics.

Adwriting is not equally easy to all people, but adwriting geniuses usually come about as near starving to death as geniuses in other lines. It is the honest hard worker who "arrives." Bright writing isn't necessarily good advertising.

The adwriter who simply writes will never make much of a success. He must be able to discover quickly the talking points of the business. He must be able to elicit from the business man the interesting facts about his business—the facts that the public would like to hear—the facts the telling of which will create the desire for purchasing. After you have found out what you really want to say, the battle is two-thirds won.

The merchant or manufacturer doesn't know what he ought to tell about his goods. I talked to a manufacturer a few months ago, who said:

"Now, our condition is peculiar. We have no particular advantages

over other manufacturers in our line. We make good, honest goods, and sell them at a fair price. We treat our customers well, and that is about all there is of it."

It took an hour's talk to find out from that manufacturer that he absolutely controlled machinery used in a certain process in the making of his goods, and that no other maker of similar goods used anything of the sort. In other words, he had a distinct advantage that he had never talked about in his advertising.

This is the condition of affairs that exists in almost every business. The merchant or maker is so familiar with the good points of his business that he considers them an old story and unimportant. He doesn't see the advertising material that is in the business. It is the most important part of the adwriter's work to discover these advertiseable points. Every business that he studies and every point that he finds will help him to find other points in other businesses.

Mr. Nelson can become an advertisement constructor if he wants to. Genius is not necessary, unless it be the sort of genius that I believe it was George Elliott described as "the capacity for hard work."

If Mr. Nelson is really in earnest in his desire to become an advertising man he has plenty of time. He should keep right at work at his printing trade and study advertising all the time for four or five years. He has spent five years learning the printer's trade, and it is generally believed that it takes about five years to learn to be a good job printer. Advertising is one hundred times more complex than printing, and so Mr. Nelson should not be in a hurry.

I believe that the general advertising expenditure of the *Ladies' Home Journal* amounts to less than one hundred thousand dollars a year. The business of the *Ladies' Home Journal* amounts to probably eight hundred thousand dollars a year for its subscriptions and five hundred thousand dollars a year for advertising. Considering the character of the business and the percentage of profit, it would seem that one hundred thousand dollars for advertising was really a small investment, and that, to produce the results it does, it must be placed with unusual judgment and prepared with unusual skill.

ONE EYE WITNESS **IS BETTER THAN** **TEN HEARSAYS.**

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

Boyce's **MONTHLY** **WEEKLIES**

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., **Boyce Building,**
CHICAGO.



N H State Library(29)

Don't Figure

on how to cover the advertising field with this little paper, that little paper and the other little paper.

Advertise in the JOURNAL—it covers the whole field—everybody reads it.

A million and a quarter a day and still growing.

The New York Journal

*Designed by
Charles Austin Bates,
New York.*

...
W. R. HEARST.
...